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### Your Welcome Is Assured

THE palatial Bellevue-Stratford of Philadelphia, host to all persons of fame and position who visit the City of Brotherly Love, extends to Rotarians a welcome doubly cordial since it has become Philadelphia's Rotary hotel.

From the imposing entrance to the lofty heights of the tiptop floor, the Bellevue-Stratford offers a Rotarian its irreproachable prestige, the gratification of perfect hotel accommodation and a personal note of service that is truly Rotary.

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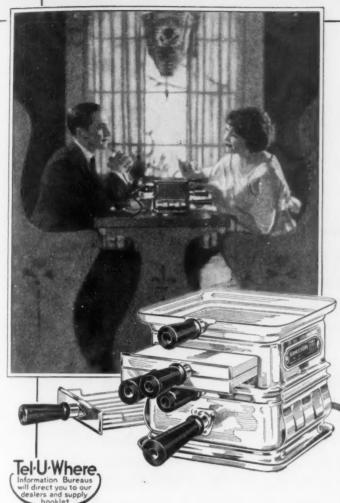
NEW WILLARD WASHINGTON



## BELLEVUE STRATFORD

Philadelphia

James P.A. O'Conor. Managing Director



## ROTARIANS!

Here's a Christmas gift that's sure to please the Lady! And you'll enjoy the Armstrong Table Stove just as much as she does!

Instead of sitting down alone to breakfast while she goes back and forth from the kitchen to serve you—you can eat together! Wouldn't those waffles,

> hot and crisp and brown, taste a hundred per cent better if they were made right at the table and she could have hers with you?

The Armstrong Table Stove is fine for luncheons and suppers after the theater, or when the folks drop in for a sociable evening. Don't forget, you can have three things cooking at one time.

Light, attractive aluminum utensils come with the stove—toaster, deep broiling pan, griddle, four egg cups and rack. An extra waffle iron fits in the toaster compartment. A special tilting plug, which slips on and off easily, gives instant control of the heat.

Electrical and hardware shops sell the Armstrong Table Stove, or you may send direct to us. Your check for \$16.50 will bring you an Armstrong complete with waffle iron. Or write for Booklet E



THE ARMSTRONG MANUFACTURING CO.

160 W. Seventh Avenue

Huntington

West Virginia

# ARMSTRONG TABLE STOVE Cooks 3 things at once

## The Philosophy of Brother Ostrich

----

THERE'S something almost human about the ostrich. Rather than face the unusual, he buries his head in the sand—thus exposing himself, rather recklessly, to the whims of happenstance.

Isn't that just like the chap who ducks under the sheets the minute the furniture creaks?

Lots of people shut their eyes when they need them most. In the matter of buying something, for instance—the important business of spending hard-earned dollars.

Who gets the most for his money? The man who buys blindly—or the fellow who reads advertising and discovers the thing he really wants and needs?

Who is the most economical housekeeper? The woman who buys haphazard, or the one who reads advertising and puts her household purchasing on a business basis?

There's no denying the great value of advertising to those who read it. It protects you against fraud and inferiority. It tells you what is new and good, making you a wise buyer. It saves you money by pointing out for your consideration only the best products.

Don't be an ostrich.

Read the Advertisements

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DECEMBER, 1921

Number 6

#### **BUSINESS-METHODS NUMBER**

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## The Rotary Code of Ethics

For Business Men of All Lines

Adopted by the Sixth Annual Convention of the International Association of Rotary Clubs at San Francisco, July 19-23, 1915

Y BUSINESS STANDARDS shall have in them a note of sympathy for our common humanity. My business dealings, ambitions and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so when I have ended each of them, I shall have lifted the level of human ideals and achievements a little higher than I found it. As a Rotarian it is my duty:

 $1_{\text{ST}}$ : To consider my vocation worthy, and as affording me distinct opportunity to serve society.

2<sub>ND</sub>: To improve myself, increase my efficiency and enlarge my service, and by so doing attest my faith in the fundamental principle of Rotary, that he profits most who serves best.

3RD: To realize that I am a business man and ambitious to succeed; but that I am first an ethical man, and wish no success that is not founded on the highest justice and morality.

4TH: To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.

5TH: To use my best endeavors to elevate the standards of the vocation in which I am engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable and conducive to happiness to emulate my example.

бтн: To conduct my business in such a manner that I may give a perfect service equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation.

7<sub>TH</sub>: To understand that one of the greatest assets of a professional or of a business man is his friends and that any advantage

gained by reason of friendship is eminently ethical and proper.

8TH: To hold that true friends demand nothing of one another and that any abuse of the confidences of friendship for profit is foreign to the spirit of Rotary, and in violation of its Code of Ethics.

9TH: To consider no personal success legitimate or ethical which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.

10<sub>TH</sub>: To be not more obligated to a Brother Rotarian than I am to every other man in human society; because the genius of Rotary is not in its competition, but in its co-operation; for provincialism can never have a place in an institution like Rotary, and Rotarians assert that Human Rights are not confined to Rotary Clubs, but are as deep and broad as the race itself; and for these high purposes does Rotary exist to educate all men and all institutions.

11<sub>TH</sub>: Finally, believing in the universality of the Golden Rule, all things whatsoever ye would that men should do unto you, do ye even so unto them, we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet.



## Clean Business

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By DR. FRANK CRANE

BETTER than big business is CLEAN BUSI-NESS.

To an honest man the most satisfactory reflection after he has amassed his dollars is not that they are many but that they are clean.

What constitutes clean business?

The answer is obvious enough, but the obvious needs restating every once in a while.

A *clean profit* is one that has also made a profit for the other fellow.

This is the most fundamental moral axiom in business.

Any gain that arises from another's loss is dishonest.

Any business whose prosperity depends upon damage to any other business is a menace to the general welfare.

That is why gambling, direct or indirect, is criminal, why lotteries are prohibited by law, and why even gambling slot-machine devices are not being tolerated any more in civilized communities.

WHEN a farmer sells a housekeeper a barrel of apples, when a milkman sells her a quart of milk, or the butcher a pound of steak, or the drygoods man a yard of muslin, the housekeeper is benefited quite as much as those who get her money.

That is the type of honest, clean business—the kind that helps everybody and hurts nobody.

Of course as business becomes more complicated it grows more difficult to tell so clearly whether both sides are equally benefited. No principle is automatic. It requires sense, judgment, and conscience to keep clean; but it can be done, never-

theless, if one is determined to maintain his self-respect.

A man that makes a habit, of asking himself, every deal he goes into: "What is there in it for the other fellow?" and who refuses to enter into any transaction where his own gain will mean disaster to some one else, cannot go far wrong.

And no matter how many memorial churches he builds, nor how much he gives to charity, or how many monuments he erects in his native town, any man who has made his money by ruining other people is not entitled to be called decent.

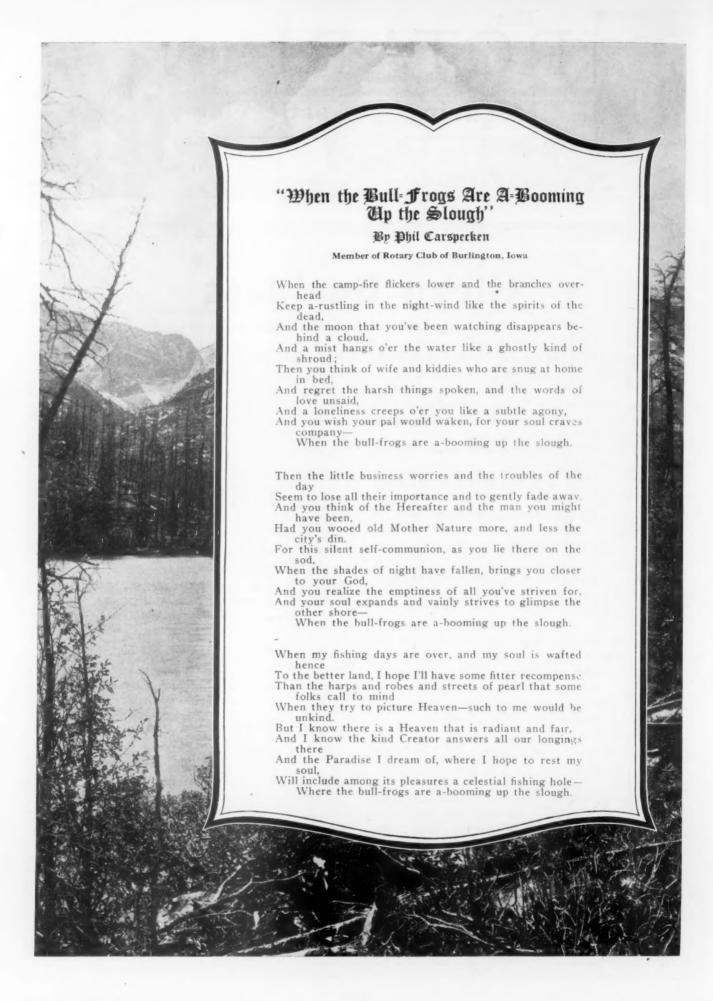
A FACTORY where many workmen are given employment, paid living wages, and where health and life are conserved, is doing more real good in the world than ten eleemosynary institutions.

The only really charitable dollar is the clean dollar.

And the nasty dollar, wrung from wronged workmen or gotten by unfair methods from competitors, is never nastier than when it pretends to serve the Lord by being given to the poor, to education, or to religion. In the long run all such dollars tend to corrupt and disrupt society.

Of all vile money, that which is the most unspeakably vile is the money spent for war; for war is conceived by the blundering ignorance and selfishness of rulers, is fanned to flame by the very lowest passions of humanity, and prostitutes the highest ideal of men—zeal for the common good—to the business of killing human beings and destroying the results of their collective work.

(Copyright, 1921, by Dr. Frank Crane)



## Personal Security

By J. R. SPRAGUE

Does it pay to keep a promise, no matter how unimportant that promise may seem at the time? The writer, former president of the Rotary Club of San Antonio, Texas, in this interesting willett, shows how the keeping of business from ruin.

T WAS a dull morning in the jewelry store of H. L. Willett's Son. Young Henry Willett, proprietor, salesman, watch repairer and sometimes

porter, stood at the desk in the rear looking gloomily over his establishment with its sparsely stocked shelves and showcases. From time

to time he glanced at an open letter in his hand and ran his fingers through his thick brown hair as if he thought the gesture might help his brain to solve a weighty problem.

A stout lady dressed in youthful clothing had detached herself from the crowd on the sidewalk and paused to look in the jewelry store window; a moment later she walked heavily into the establishment. Young Mr. Willett laid aside the letter and his pre-occupied air and stepped forward hopefully to see what she desired.

"I would like to look at some wrist watches," said

the stout lady.

"Yes ma'am," replied Henry Willett cheerfully, preparing to reach down into the showcase. "Is there any particular style in which you are interested?"

THIS was a purely professional question intended to give his customer the impression that he could show her any kind of a watch she might ask for; as a matter of fact his assortment was decidedly limited.

"Oh, I don't care what style it is," replied the stout

lady, "just so it is pretty and awfully small."

Henry reached into the showcase and set a small timepiece in a velvet box in front of the customer for her inspection.

"This is one which ought to suit you nicely," he said,

"and the price is only forty dollars."

He had evidently made a good guess as to price. The stout lady picked it up and looked at it admiringly, holding it against her wrist to get the effect.

Henry assured her that the bracelet would stretch to fit any arm however plump; to prove it he slipped it over her hand. The little bracelet links were stretched cruelly in the operation, but he managed to accomplish it.

Thus decorated, the stout lady appeared well pleased. She walked to the big mirror at the back of the store to see how she looked. There she held her arm in different positions and seemed quite satisfied with the results. Then she walked back to Mr. Willett, twisting her arm in an attempt to read the time on the tiny gold face.

"It certainly is sweet," the stout lady commented

after these various tests.

Henry Willett heartily agreed with this verdict. He stated that the wrist watch was not only sweet but good,

and very reasonable at the price. Then he threw down his last card of salesmanship. "I will engrave your name

on it without extra charge," he said; then adding, after a quick

glance at the stout lady's clothes; "and I can make the engraving real fancy and ornamental."

Skillful salesmanship began to have its effect. The stout lady twisted the stem of the little watch to wind it up, held it against her ear to hear it tick, and opened her shopping bag as if to reach for a roll of bills.

But in the pause that always comes to a careful person before irrevocably parting with money, she stayed her

hand.

"It's a very nice little watch," she said hesitatingly, "but I guess I will look at some others before I decide.

Show me what you have."

This was a heavy blow; the jeweler did not have many wrist watches to show her. He had been trying all along to conceal the meagerness of his stock. Nevertheless he produced some others which he set out in front of the stout lady, talking at the same time to distract her attention. Finally his limit was reached; six wrist watches comprised his total selection.

The stout lady glanced over them lightly.

"Let me see some more," she said, "a lot of them."

HENRY WILLETT tried to hedge. He pointed to the little watch which she still had on her arm.

"But you said that one just suited you," he suggested. "It certainly is splendid value."

The stout lady interrupted him irritably.

"How do I know it suits me," she demanded, "if you don't show me a lot more just like it?"

There was no fitting answer to this argument. Henry Willett had to confess.

"I'm afraid I can't show you any more," he said apologetically. "These are all I have in stock."

The stout lady dragged the little wrist watch off over her hand and set it down on the showcase with a thump.

"I wouldn't think of buying anything," she said severely, "where they can't show me a lot of everything."

Then she turned and went out the door, turning up the street to the big prosperous jewelry store in the next block. Henry looked after her sadly; he was indeed having a hard time. At his father's death a year previous he had come into the management of the business when still under twenty-four. There was his family to look out for; his mother, his young brother, Joe, in the high school; and there were the twins, Nan and Sue, still in short dresses. The store had to be made to support them

all somehow. The business, once fairly prosperous, had run down badly during his father's long sickness. It was no new thing for Henry Willett to lose sales because of his slim assortments.

For the twentieth time Henry picked up the letter that lay on his desk and read it over. It was from the big Chicago wholesale jewelry house, Bates and Myer,

in reply to one he had written a week before:

We are in receipt of your communication in which you ask us to back you with a considerable line of credit, and same has had our careful consideration.

Your father, as you know, was a customer of ours for many years and we should be glad to extend any reasonable ac-commodation to you on that account. We under-stand the difficulty you are having in trying to do business on your lim-ited stock and we be-

lieve a few thousand dollars more capital might put your enterprise on a profitable footing. Our Mr. Patterson, who covers your territory, states that he knew you favorably as your father's assistant.

However, against these considerations we must set the fact that as yet you are an untried problem. We are not in position to know your business abilities and it would be unbusinesslike on our part to extend the credit you ask on the information we have. We will, however, make you

You state that you need to increase your stock by ten thousand dollars. Your home people, of course, know you better than we do. If you can secure a loan in your city of five thousand dollars, we will extend you credit of a

like amount.

HENRY laid the letter down sorrowfully. For the hundredth time he ran over his chances of raising five thousand dollars. He thought of selling the family home and then dismissed it quickly. No matter what happened they must hang on to that. There were no relatives who were in position to make such a loan. He knew that he was too young to impress any capitalist with his ability. He felt futile and helpless as he stood thinking it over.

Someone in the doorway spoke his name and Henry looked up quickly. visitor was George Lathrop, cashier of the Citizen's Trust and Savings Bank, a tall, alert man of forty-five with a kindly, interested air. He had been a friend of Henry's father and often looked into the store, for a friendly word with the young successor.

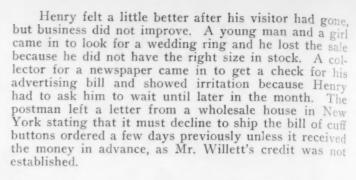
"You look as though business was rot-

ten, Henry," he said cheerfully.

"It really isn't any too good," Henry answered truthfully.

MR. LATHROP had seen hard times himself. A country boy who had come to the city at eighteen, he had worked himself up to his present prominence by the route of hard knocks. Mr. Lathrop was interested in other things than banking. He was a good member of the chamber of commerce and vice-president of the Rotary Club, a position of which he was frankly proud. He looked at Henry sympathetically.

"I guess I know how you feel," he said. "The main thing is to keep on fighting. Give your customers all there is in you. Good service will win out some time.'



THE day went on gloomily enough. Few customers I came in to interrupt him. It was mid-afternoon when. sitting at the repair desk his attention was arrested by the sudden entrance of a customer. The newcomer was a nervous old gentleman with gray sidewhiskers, gray vest and gray spats, who began talking excitedly the moment he got inside the door.

"Can I get my watch fixed here," he demanded irritably, "or are you going to act like they do in those other

jewelry stores up the street?"

Henry Willett smiled at his customer genially; in spite of his worries he could always be pleasant.

"I don't know how they acted in the other stores," he answered.

The old gentleman snorted loudly.

"They acted as if they did not want my business," he exploded. "One man said he could probably fix my watch in about three weeks if he had good luck. another store they told me I could leave the watch if I wanted to, but they wouldn't make any promise."

E threw the troublesome timepiece out on the show-I case and glared at Henry Willett defiantly.

"Now what are you going to say about it?" he demanded. Henry picked up the watch and opened the back of the case.

"I'll have to look it over first and see what is the matter with it," he replied pleasantly.

"There isn't a thing the matter with it," said the old gentle-man testily. "I dropped it on the floor this morning and it stopped. That's all."

Henry carried the timepiece to the repair bench and examined it through his eye glass, testing the movement with a delicate pair of tweezers.

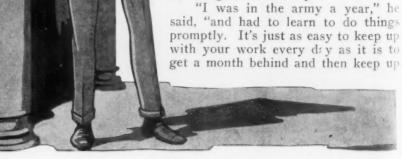
"There's a jewel broken," he said presently. "A new one will have to be fitted before it will run."

The old gentleman received the news grudgingly.

"Maybe I did drop it pretty hard," he said, "but that isn't the question. What I want to know is, when are you going to get it fixed?"

Henry looked up at the old gentleman good-humoredly:

"I was in the army a year," he said, "and had to learn to do things promptly. It's just as easy to keep up with your work every day as it is to



with it. I'll have your watch ready tomorrow morning." For the first time the old gentleman showed signs of cheerfulness.

"That's something like it," he said, buttoning his coat over his gray vest and moving toward the door. "Be sure you don't disappoint me."

"I won't," said Henry.

The old gentleman disappeared through the street door; a moment later he stuck his head back into the

store again.
"I forgot to give you my name," he called out.
"Wheeler,—Horace B. Wheeler. I'll be here at ten to-

morrow morning."

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WHEN closing time came, however, Henry had not had a chance to get at the job of fixing Mr. Wheeler's watch; it still lay on the work bench where he had laid it in the afternoon. He picked it up and looked at it resentfully. The old gentleman had surely been unreasonable, he thought, in making him promise it for the It would take at least two hours to do the work; probably the old gentleman would not call for it the next morning anyhow. People often acted that way, pretending to be in a great hurry when in reality they didn't especially care.

He carried the watch back to the big safe preparatory to locking it up for the night along with the other valuables, taking a chance that the old gentleman would not come after it at the appointed time. But with his hand on the combination of the safe he changed his mind.

"After all, I promised it," he said to himself. "It wouldn't be right to lay down on my word."

He called his young brother, who had come in to

help him close up.

"Here, Joe," he said, "tell mother I won't be home to supper. I've got a piece of work promised for tomorrow morning and I'm going to stay tonight and do it."

ENRY sat at the repair bench until nearly eleven o'clock working on the old gentleman's timepiece. After he had replaced the broken jewel it still would not run and he had to take it apart again, piece by piece, until he found a tiny broken spring, which had to be repaired. He dropped one of the wheels on the floor and spent half an hour finding it, where it had rolled under the counter. But at last the work was finished; he gave a sigh of relief as he twirled the combination on the safe door.

'Anyhow, I'm doing the best I can," he said to elf. "No one can say that I'm not trying to give himself. service." He turned off the lights and went out on the

deserted street to go home. The younger members of the family were not yet up next morning when Henry sat down with his mother for an early breakfast. He had never carried his troubles home with him, but Mrs. whilet his worries. To her he was still her little boy, prehome with him, but Mrs. Willett instinctively sensed maturely burdened with the cares of a family. morning she thought it might help to talk things

over.

"Are things going badly?" she asked.

"Why, yes, mother, they are." Henry answered. "I hate to bother you with my troubles, but the fact is, we need more capital. I don't see much chance of winning out unless I can get it."

He briefly sketched the difficulties of making sales from his meager stock and then told of the letter from the big Chicago wholesale house, offering him credit

of five thousand dollars if he could raise a like amount elsewhere. With ten thousand dollars extra capital he felt sure of success; without it, disaster seemed imminent.

Mrs. Willett was silent for a long minute. "If neces-

sary we could sell the home," she began,—
"No, not that," Henry broke in quickly. "We'll keep the home whatever happens. I can go to work for wages somewhere if the business fails us and make enough to get by somehow.'

"Perhaps the Citizen's Trust and Savings Bank would be willing to advance you the money," Mrs. Willett suggested. "Mr. Lathrop was always very friendly with your father. You keep your account there too."

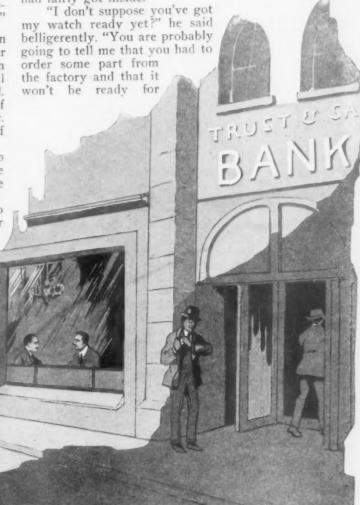
"The size of my account isn't impressive enough to make any banker grateful," Henry commented ruefully. "Mr. Lathrop is quite friendly with me too; in fact he dropped in on me yesterday; but that doesn't mean he would take a five-thousand-dollar chance on me."

"You might try," suggested his mother.

THE suggestion seemed reasonable, and Henry Willett felt that if he had been ten years older, or more experienced in business, he would think nothing of doing it. But he was a little inclined toward diffidence. He had, too, the instinctive dread of youth toward being repulsed by older men. It took considerable courage to make his decision.

"All right, mother, I'll do it today," he said finally. He was busying himself about his establishment when the hands of the big clock at the front of the store touched ten; almost at the same instant there was a bustle at the doorway and Mr. Horace B. Wheeler hurried in, beginning to talk, as was his custom, before he

had fairly got inside.



at least a couple of weeks. His face betrayed the disappointment he felt.

Henry smiled back pleasantly.

"You're wrong this time, Mr. Wheeler," he said. "Your watch is all ready for you."

He got it down from the repair rack and handed it

You see it is right on time," he added.

Mr. Wheeler became fairly pleasant. He even smiled as he held the timepiece to his ear, and listened to the

"It's a relief to find someone who keeps his word nowadays," he said as he paid the bill. "Did you find it much of a job?"

"Yes, it was pretty badly broken," Henry answered, "but I got it finished before eleven last night."

R. WHEELER made no comment, but became really genial in his manner, as he compared his watch with the big regulator and then fastened it on his heavy gold He looked round the store interestedly and inquired the prices of one or two articles. He leaned against the showcase for a few minutes' talk, remarking pleasantly that the store was in a good location and ought to do well. Then he shook hands with Henry and went out.

An hour later young Joe Willett arrived from high school to look after the store while Henry should go to the Citizen's Bank on his quest for more capital. Mrs. Willett came with him to wait for the result of the venture. It was a crisis in the affairs of the family. Henry knew how worried his mother was, though she tried her best to appear calm and cheerful. When he had got his hat and was ready to start she laid her arm about his shoulders for a brief moment without speaking. He was her knight errant, going forth on a momentous enterprise.

As he walked down the street toward the big banking institution Henry began to have a feeling of nervousness. He was on his way to ask someone to trust him with money-a lot of it. He had not yet proved his ability as a business man; he felt inexperienced and distressingly young. He began to wonder what he was going to say

when he actually got into the banker's presence.

S he came abreast of the big bank building Henry A caught sight of Mr. Lathrop, the cashier, sitting in his enclosure at the front window in conversation with two men. Henry had a feeling of relief at the sight; it would give him at least a few minutes' respite. He crossed the street and took position in the doorway of a convenient cigarstore, where he could watch for a chance to talk with the banker and at the same time try to work up his

After a time Henry saw the men shake hands with Mr. Lathrop and take their leave. He started across the street but an automobile stood in the way for a moment and when it had gone some of Henry's determination had gone with it. He stepped back into the doorway to collect himself for a fresh start; he stood in the cigarstore doorway exactly half an hour before he got his courage up to the point of action. He told himself over and over that there was nothing to be afraid of in just going in and putting a simple business proposition up to his banker; but he was none the less scared. He felt his heart thump loudly and he was afraid he would not have any breath to talk with when he had at last gone up the big stone steps and approached the cashier.

Mr. Lathrop nodded to him pleasantly and asked him into the little square enclosure to state his business.

Henry felt a heavy sense of impotence as he faced the big man across the flat-topped desk. All about him was the bustle of a great institution. A long line of depositors stood in front of the receiving window with flat pads of bills sticking out of the ends of their bank books; some carried canvas bags heavy with coin. shorter line was at the paying teller's grill handing in checks and drafts for payment and getting their money

with snappy promptness. A man was sitting on a settee at the rear of the room in earnest conversation with the president. Henry wondered if the man was also asking for a loan; he envied the easy vigor with which the man

was talking.

Henry managed to state his business with reasonable clearness in spite of his stage fright. He told how he had lost sales every day because he did not have large enough assortments. It seemed impossible to make a success of his business unless he could increase his stock. He produced the letter from the Chicago wholesale house which contained the offer of credit on condition that he could secure an outside loan of five thousand dollars.

HE cashier read the letter carefully; then he laid it

down and looked at Henry appraisingly.

"If I should make you this loan," he said, "you would also go into debt to the wholesale house. Altogether you would owe ten thousand dollars. That is quite a lot of money. Your whole stock at present isn't worth that much, is it?"
"No sir," Henry answered miserably. "Eight or

nine thousand at a fair value.'

Mr. Lathrop was a kindly man, but as a bank cashier he could not let his feelings run away with his business principles. He leaned toward Henry sympathetically. "I'm sorry," he said, "but it wouldn't be good busi-

ness to advance you so much money on your present financial showing. I will have to refuse your request.'

He stood up to show that the interview was over. Henry stood up too, dull with disappointment, nervously turning his hat round in his hands.

"I knew I was asking for a great deal," he said, "I'm

sorry I took up so much of your time."

The banker watched him as he pushed through the little door of the enclosure and started toward the street. Henry's shoulders slumped forward a little and his feet would not take him quite in a straight line as he walked. At twenty-four one has not yet learned to carry trouble without showing it. He paused for a few moments at the top of the big stone steps, heavily trying to think it all over.

Directly someone touched him on the arm; it was

the cashier.

"I didn't know it meant so much to you," Mr. Lathrop said kindly. "I don't feel like passing on it myself, but the loan committee is getting ready to have its meeting and you can make your application to them direct. It may not do any good, but you can try it."

IENRY turned and followed Mr. Lathrop back to the In directors' room at the rear of the bank without enthusiasm. He would have liked to have gotten out of it then and there if it would not have seemed discourteous. It had been hard enough to face one man; the prospect of placing his extravagant request before several cold, businesslike men seemed too much. He felt ridiculously young as he sat down at the end of the long polished table round which the members of the loan committee were grouped.

"This is a customer of the bank," said Mr. Lathrop introducing him, "who wants us to finance him to the extent of five thousand dollars. I told him I would let him appear before the committee and talk for himself. think you all know his place of business; it is the jewelry store on Market street a few doors above the Boston de-

partment store."

Old man Cyrus Anthony, one of the members of the

committee, looked at Henry sharply.

"What do you want to do with the money?" he demanded, "and what security have you got to offer for such a loan?'

Henry wanted to say that he had changed his mind and didn't want to borrow anything; his dearest wish was to get away from the five men who sat looking

(Continued on page 353.)

## The Pioneer Spirit in Rotary

By WALTER S. YOUNG

The writer of this article carrying a challenge to all Rotary clubs and to every individual member of Rotary, is a past president of the Rotary Club of Worcester, Massachusetts

HERE can be no greater romance than the adventure of the pioneer. When Columbus stood on the deck of his flagship and saw for the first time the low shores of San Salvador the adventure was his. When Madame Curie realized for the first time that she was at liberty to an-nounce to the scientific world the discovery of an element the wonders of which were to seem like miracles it was hers. When Thomas Jefferson wrote that the humblest citizen possessed inalienable rights the adventure was for him. When Rotary through its disposition of service and goodwill moulds a man into abetter citizen, a better business man, a better father, and builds into the

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life of that man a philosophy of service, Rotary is more than a discoverer of a statesman,—it is a creator of human values. That indeed is the supreme adventure. In such institutions lie the faith and the hope of the race.

America is the happy hunting ground of the pioneer. It is old enough to secure permanance to a discovery and new enough to welcome change. It says to every man that his way of doing things is good only because the better way has not been found, but that his business is to find the new way soon,—before the other fellow. It points to its plains fruitful with grain and recalls that only yesterday the virgin forest was undisturbed. It looks, sadly perhaps, to its rivers and recalls that the waterpower was only a thing of beauty a day ago and is now chained to many a mundane project.

MERICA-all the countries which of right call them-A selves a part of America—looks fondly to the old world as the source of its blood and of its institutions, acknowledging its debt of origin and inspiration, and its obligation to repay the mother lands in service to the cause of human advancement. And as America looks around her in the family of nations she realizes that the field in which she has grown and prospered, the field of the pioneer, is large. Is it too much to hope that in an analysis of our day, which can justly be made only after two or three generations have come and gone, it shall be written that Rotary pointed out a better way of living together in organized society and led the way to a realization of the ideal? Is it too much to hope that the spirit of the old pioneers was born again in modern guise and tamed the social forests of modern life and blazed a trail through modern difficulties?

It is a common criticism of our time that we live too much in the present. The men who fought in the Great



War were terribly conscious of the awful present, but spiritually conscious of a society, for whose future they were fighting, whose sons would not be called out to answer to the bugle. The far look ahead comforted them. Professor Shaler of Harvard used to say to his classes, "Gentlemen, a thousand years is a geo-logical moment." There was wisdom for everyday living as well as scientific truth in the remark. It may seem a long time since America was discovered yet the entire span of years is but a paragraph in the recorded annals of the race. Haste is human, patience divine. As Lowell wrote when commenting on the political misdeeds of a nineteenth century advent-urer, "The hours are long

on the clock of fate." The institutions and organizations which have prospered most are those which count the hours in disregard of the minutes and the seconds.

And so I like to bring together the idea of the pioneer spirit of the land in which Rotary was born and the idea of the long look ahead which sees a future for civilizations of which all history is but a suggestion. I like to dream that this union may create in our time an organization so powerful that the name of Rotary shall stand for the advent of a new philosophy of creative service.

PROGRESS in human history has been traced by the destruction of barriers. While science has found a way to span the seas and bridge the continents, philosophy has made planes of thought on which men of every race may meet together in harmony of faith and purpose. The ether becomes a vehicle of communication as a startling illustration that the world is physically one. The suggestion of tariff changes at Washington or Rome causes hurried consultation in London and Paris, for the world is economically one. The banning of the peoples of India from Canada and the Japanese from California raises the unsolved question of racial unity to the embarrassment of empires and republics. Political qualifications long sacred to the male are no longer exclusive of half of humanity. The prophet with the international mind sees a World State into whose keeping each nation entrusts a certain type of problem. The problems of the political world begin to override national frontiers. That the experiment of the League of Nations should be tried or that the United States should be divided in opinion toward it, is only natural. It is not to be expected that opinion, here or elsewhere, would be united on so great

a project. It is inevitable that there should be those who look upon the prospect of a World State as inimical to all that nations have held dearest, and in the same communities other citizens equally patriotic, equally sincere, to whom the proposed League of Nations is like the dawning of a long desired day. Without referring even to the merits of either position it is enough to recall that the League as it exists today is evidence of a changing thought, a pioneer spirit, in the world of statesmanship. That the progress of science in defying the barriers of space should be followed by the attempt to overcome the barrier of politics is but natural.

ROTARY is reaching out toward its majority in years at a peculiarly fortunate time. great forces which play upon nations react upon individuals. Mr. Kipling's suggestion that "The things which you learn from the vellow and brown will help you a lot with the white" is universal wisdom. The Rhodes scholar who represents Ohio at Oxford may specialize in Greek or chemistry, but his greater gain is in understanding the finer thought of another country and in playing the rôle of the unofficial ambassador from America to England and from England home again. Men are living just a little less to themselves and a little more in the realization that the "foreign" manner of the other fellow, or the "peculiar" speech of the next-door neighbor, may have in them after all a touch of real worth. And that is the beginning of the fall of personal barriers behind which men have shivered in the lonesomeness of a cell whose door was needlessly locked. For how many has Rotary opened the door into freedom, who can say? Rotary is hostile to locked doors.

THERE is an old-fashioned novel on the shelves of public libraries which, I imagine, is little read nowadays. It was written by that genial philosopher and man of letters, Oliver Wendell Holmes. Elsie Venner was the name of the girl and of the book. Elsie was different-so different that she was peculiar. other girls of the village didn't understand Elsie-and she didn't understand herself. Only the old black woman who had cared for her since she was a baby and whose insight was an inheritance from the instincts of the African savage seemed to sympathize. Yet the bundle of reactions which made up Elsie Venner was not strange because Elsie wanted to be strange. She couldn't help it. She was the living result of a circumstance of birth for which no one could blame her. So are you. So am I. Ancestors, thousands of them, look out of our eyes and speak with our tongues. When Larry comes to a Rotary meeting and slips behind a post in the corner of the dining-room, maybe it isn't because Larry wants to be odd, maybe he can't help it. Rotary ought to be the means of an adventure for Larry, for Rotary can take him and make him prefer a seat in the open and then Rotary becomes a pioneer in a real and personal sphere of service. The chains of predisposition are heavy on many of us, as they were on Elsie, but they can be broken. Rotary abhors chains.

Peculiarities after all are necessary. What an uninteresting place this world would be if none of

us were peculiar. Columbus was queer. He was so different in his way of looking at things that his associates thought it would be for the public good to restrain his queerness. The genius of the world looks out upon the rest of us through the eyes of those whom nature has marked as different. The real work is done by those who think and thinking is an individual matter. We are seeing in our time the attempt to standardize human effort. Hours of work, conditions under which labor shall be performed, wages and profits all come under the craze to reduce things to schedule. Either we are not wise enough to reward the individual for personal

contributions, or we are too wise to give the abler man his full reward and the dullard his lesser measure of return. The modern man loves schedules. So John and William sow and reap. The reaping is according to schedule, but the sowing is that of either John or William.

There is a world of difference however, between the peculiarities of genius and the peculiarities of queerness. It is largely a difference in direction. The genius is different because he travels along the road toward ultimate reality, in art, in science, in discovery and invention, in political theory and practice,-while the odd person wanders in any direction without the compass of truth for his guide and is more than likely to end his journey farther from truth than he started. We like to say that Rotary is original in its concept and expression. It is really so only when it keeps unfailing comradeship with truth.

SOME years ago James Lane Allen wrote a novel of unusual interest called "The Mettle of the Pasture." The story was designed to show the uniform application of moral laws, the same code for men

and for women, the same principles for all, except as those more fortunately placed should apply standards all the more rigidly to themselves. One of the characters of the novel, as the story unfolds itself, expresses his admiration for the word "mettle," the quality which keeps men on the high road when the by-path seems more alluring. So we might think of the mettle of Rotary, the mettle which expresses itself in personal service, in social service, which substitutes plain dealing for the devious—the mettle which prompts us to uphold the honor of our classifications and the good name of firms and businesses—the mettle which runs through our lives like a golden thread to bind us to all the higher and nobler purposes of our being.

This same American novelist in an earlier book expresses the thought that it may be said of our country in the future that the homespun age was our golden era. Then it was when simple ways of life bred noble thinking, and noble thinking prompted greatness of heart. Then it was that the beauty of our undeveloped country reflected itself in romance and heroism and chivalry. There was time for reflection, there was time for dignified debate. The mettle of those years was golden.

THIS train of thought from novelist or historian ought to ring out to all Rotarians like a challenge! Surely from our viewpoint the golden age is far ahead! For us the old days were "good old days" only in the time of

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#### "Come On, Let's Go!"

Says Will H. Hays, U.S. Postmaster-General

IWOULD like to fill the country with the Spirit of Rotary.

We look to the future with great hope.

The fact is, of course, that there is ahead the greatest era of expansion and prosperity the world has ever seen. Every one knows this, and the only question discussed is when it will start. There is a lot of business that is really sick, still staggering with the shell shock of war and the debauch of extravagance, but there is a good deal more that is merely malingering. I have full appreciation of the difficulties, but I have no use for commercial slackers.

We are not in a period of hard times coming. We are in a period of soft times going. Prosperity is coming—it's time to go out and meet it. I cry continually for the common sense of courage and confidence, and I declare again, and shall continue to insist that we have less "Thou shalt not" and more of "Come on, let's go."

Wiegsfalayel

their being. They soon gave way to better days which in turn made place for other's better still, and we believe that the succession still goes on and must go on forever. Rotary ought to be an agency to carry over from the times which had in them something which was golden, those qualities and tendencies which when added to the best of our time, will make the age in which we live the best to which society has attained.

Each Rotarian should be a pioneer in the domain of his own classification. Before the influence of his belief in Rotary, frontiers and barriers of prejudice and misunderstanding will fall. Out of his genius and passion

for truth will come an influence in private business and in public office which will go far toward making our time the age of altruism. Out of his peculiar understanding of the problems of his own classification will come his peculiar way of solving those problems.

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LIKE to feel that a Rotarian I in the world of his particular classification is not unlike, after all, the great pioneers in all times and places; that he is just one more expression of humanity itself with face turned toward the newer and, he hopes, the better Lowell, in his Commemoration Ode, paid this tribute to the product of the New World, referring, of course, to Lincoln:

Nature, they say, doth dote, And cannot make a man, Save on some worn-out plan, Repeating us by rote: For him her Old World mould aside she threw, And, choosing sweet clay from the breast Of the unexhausted West, With stuff untainted shaped a hero

If Nature, now and then, can produce a pioneer in a single individual who shall merit a tribute like this one paid to Lincoln, may we not expect that the same mystery of origins may put into the world for its own perfection an association of individuals which shall deserve equally to be known as of the "stuff untainted"?

THERE are certain characteristics of the pioneer no matter what his work may be. They were a part of the make-up of Columbus and of Daniel Boone as well as of Edison or of Abraham Lincoln. He is, first of all, profoundly dissatisfied with things as they are. He has moral courage to seek a remedy. He is undisturbed by those who say that a remedy is impossible. He is willing to sacrifice himself in the quest for the new and better way. Rotarians, if they would merit the distinction of being classed with the world's pioneers, must possess these characteristics. Do they?

Civilization itself is a monument to those who have been dissatisfied. The Pilgrims were comfortable enough in their English home as far as physical wants were concerned. It was the spiritual vexations to which they were subjected which sent them over to Holland. But there a new discontent seized them and drove them out to face the rigors of an Atlantic voyage and the miseries and sufferings of Plymouth. The monument which stands near the rock of their landing and every

milestone which they have left along the path of American history is evidence of the unrest of the pioneer. Without this unrest we would still use the tallow candle for illumination and the pointed stick for a plough. Without this dissatisfaction man would still be governed by fist-law and an administration of justice as primitive as the jungle. We need this spirit in modern life. We are under the temptation of being satisfied with our inventions which make living easy and with our wealth which commands so large a share of the world's goods. We ought to remember that the history of every people has emphasized that the greatest danger comes to that

nation when it reaches its greatest power and wealth and enjoyment of success and when it is satisfied with its goods laid up for many

vears.

MERE unrest, however, is not enough. It is comparatively easy to be dissatisfied. It is more difficuit to translate that feeling into creative impulse directed to the search for a way out of trouble. We ought to remember the courage required by the Pilgrims in the winter of 1620. We ought to recall the courage of Lewis and Clark, who with heroic fortitude left St. Louis in May, 1804, worked their way northward until they reached the lands now known as North Dakota, passing the winter with the Indians, then resumed their westward journey until they saw before them "waves like small mountains rolling out in the sea," and realized that they were standing on the shores of the Pacific. Of such "stuff untainted" were made the pioneers of this country and of every great nation. Pilgrim dis-like of old conditions added to the moral courage necessary to the

founding of wilderness homes, and Jefferson's dissatisfaction in feeling that our great Northwest was unexplored, added to the bravery of Lewis and Clark who found a way of overcoming wilderness dangers, were among the cornerstones of a nation.

NE greater test of the pioneer remains to be mentioned. He who deserves the name must be willing to rise to the heights of self-sacrifice. Progress in civilization is often marked by self-imposed martyrdom. There would be no halo of motherhood without this spirit. The glory of man consists in giving himself away without price. To quote again from Lowell:

> Life may be given in many ways, And loyalty to Truth be sealed As bravely in the closet as the field, So generous is Fate.

Are these great characteristics the expressions of the genius of Rotary? It is for the years to answer. The answer cannot come from the hundreds or the thousands grouped together in clubs and districts. must come from the individual in this business, in that profession, in this club, here or there. It will never come at the bidding of officers and conventions. It must come from the impulse of a man's spirit to find in Rotary a new world wherein he may give play to his own unrest, to his own moral courage, to his practice of sacrifice—all in the face of difficulties.

#### "Whatsoever ye would that men should do unto you, do ye even so unto them."

Good-Will to All!

A Resolution unanimously adopted at

the Twelfth Annual Rotary Convention

at Edinburgh, Scotland.

RESOLVED, That the International Asso-

nual Convention, representing twenty-five na-

tions, sends forth from its assembly a message

of fervent good will to all mankind. That united

by a common desire to serve, and desiring the

true peace and welfare of their fellowmen of

every race and creed, they proclaim their faith

and commend it as a solution of every kind of

difficulty in government, commerce, and indus-

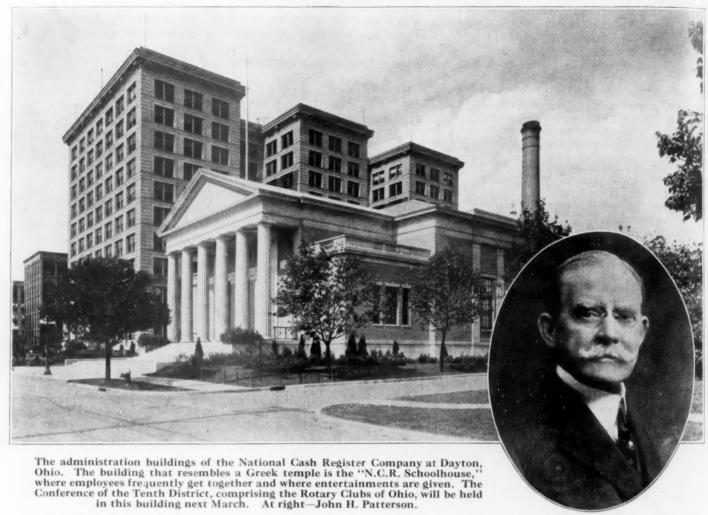
try among the peoples of the world; namely, that

ciation of Rotary Clubs at its Twelfth An-

## What's the Matter With Business?

An Interview With John H. Patterson of the National Cash Register Company

By TAYLOR ERWIN GAUTHIER



HAT are the most important things that will help world business conditions?" was one of the first questions asked of John H. Patterson, chairman of the board of directors of the National Cash Register Company of Dayton, Ohio. Mr. Patterson recently spent several months in Europe where financial and industrial conditions were thoroughly investigated. He has alsowith the aid of his great organization—made a careful study of economic conditions in the United States and Canada. In view of this and his recent trip abroad, The Rotarian believed that an interview with Mr. Patterson would be of the most timely interest.

Mr. Patterson is a member of the Rotary Club of Dayton, Ohio, and the founder of the largest concern of its kind in the world. Starting the manufacture of cash registers more than thirty-five years ago, under his leadership the business has had a steady growth until today it has 10,000 employees in nearly all parts of the world. As a pioneer in industrial welfare work he is internationally known, as well as for many forms of philanthropic endeavor. During the past year he has spent four months abroad and in addition to attending the Geneva Conference, took advantage of opportunities to investigate Europe's financial and industrial condition. Mr.

Patterson is not a pessimist, nor is he inclined to be overoptimistic. Probably the best term to apply to his attitude would be that of a "conservative optimist." He believes that the laws of business are as immutable as the laws of nature, and that when these laws are violated, the penalty must be paid. He also believes that the most effectual cure for mistakes in business that have been made in the past is the application of good common-sense and the elimination of selfishness.

A<sup>S</sup> the result of a careful survey, Mr. Patterson said that in his opinion, the most important things that would help world business conditions are:

First-world peace;

Second—an association of nations;

Third—the United States should extend credit to the nations of Europe for the purchase of goods;

Fourth—an improved rate of exchange;

Fifth-better international understanding through

"America's part in solving the great problems of the world is the extension of credit to the stricken countries," said Mr. Patterson. "This will enable them to buy off surplus stores and give relief both to themselves and the

American people. If this were done it would do much to vercome the industrial depression everywhere. Years go we had in the United States what was known as the cKinley boom. There was a surplus of raw and manuactured stocks which Europe needed. We sold to Europe, and because Europe had money to pay we profited. Practically the same situation exists today except that Europe has no money to pay. If we extend credit, Europe will pay eventually and the result will be another boom. This will do much to hasten the resumption of production in this country, and will help to stabilize exchange and encourage trade.

SKED for an expression on the business outlook in A the United States and Canada, Mr. Patterson said: "Everything points to the fact that the low mark in the industrial depression is passed, and that from now on there will be a marked improvement. I am convinced that the upward trend is here and that it is going to be permanent. We have received first-hand reports from all the large centers of population in the United States and Canada and they are very encouraging. Our reports from Chicago especially and all the territory within a radius of several hundred miles of that center show a great improvement in conditions. Collections are better and the business men are buying and selling with greater confidence, looking forward to good business during the winter and a big increase in the spring.

"We have found that the southwestern part of the United States, covering the cattle, cotton, and oil territory, is optimistic. Cotton is selling for more, oil wells are being driven, and cattle being marketed. This, in turn, is giving confidence to the merchants and other business men to clear their indebtedness to banks and

wholesalers.

"We found unprecedented business conditions in southern California where an average of \$8,000,000 worth of new homes are being built each month. In northern California, Utah, and Montana, conditions are exceptionally bright. The fruit crops in northern California never were better, the copper mines in Montana are being prepared for work, and some cattle and wool are selling. The lumber, fishing, fruit, and shipping business in Seattle and Vancouver is remarkably active. Foreign trade to the Orient is picking up. Lumber mills are reporting an increased business, and great quantities of fruit are being shipped eastward into foreign markets.

"In northwestern Canada the grain crop is the largest since 1915, and many of the farmers are getting old prices. Merchants are reporting a volume of business equal to last year."

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M R. PATTERSON gave the following ten basic reasons for counting upon an improvement in general business conditions:

1.—Inventories and stocks of goods in factories, stores, and warehouses are low.

2.—Farmers are marketing their crops promptly, which provides them with spending money.

3.—Railroads are placing large orders for repair work, and larger earnings will warrant necessary improvements.

4.—Interest rates are declining.

- 5.—An ample supply of credit is becoming available for all sound commercial uses.
  - 6.—Wholesale prices are stabilizing.

7.—Unemployment is decreasing.

8.—Retail trade is picking up in rural districts.

9.-Iron production shows increase for first time since last August.

10.-Many industries which were dull a year ago show much improvement, among them shoe factories, textile mills, and cotton goods mills.

REFERRING again to world conditions, Mr. Patterson said: "The world is looking to America for the betterment of conditions. Upon this nation depends the

industrial future of many governments.

"Rates of exchange have wrought a bad influence upon business. American products imported to foreign countries must be sold for prices that are almost prohibitive. Prices in those countries are now three and four times as high as before and during the war. At this rate prices of American goods must be quoted so that the manufacturers can realize the same prices that prevailed under normal conditions. Buyers are scarce. They do not want to pay the price.
"Germany will come back. Its cities and various

centers did not feel the real brunt of the war. Its people are aggressive. Manufacturing plants were not destroyed. These points are vitally important in the future

welfare of that country

'Another problem that is retarding progress in every country on the continent today is politics. Every nation is in the throes of political unheaval. When these political problems are settled, the world will have started

toward the direction of normal conditions.

"America's part in this great problem right now is the extension of credit to these stricken countries. This country must help put Europe on its feet again. France, England, and Belgium, the three nations most seriously hit, must be given money to do the things which are necessary for their future. given by the United States. Unlimited credit must be

\*\*MERCHANDISE and money—these are the two most important factors in the reconstruction period of these nations. We ought to be liberal with our war debts. We profited when they were incurred. Now we owe the allies something for the wall they maintained against the kaiser while our businesses flourished.

"Travel should be made easier and Americans should be less provincial. They should travel more in European

countries. Nothing educates like travel.

"The selfishness of individuals, of families, of states, and of nations, is the cause of most of the trouble in the world.

"America needs trained consuls and ambassadors with salaries commensurate with their rank and tasks.

To do good should be our religion. It will always pay."

Mr. Patterson dislikes the widely used phrase, "back to normalcy." "No one wants to go back to normal conditions as we know them," he said. "This means conditions as they existed before the war. What America

wants to do is to go ahead.

"What American industries must do is to change their mental attitude and instead of going backward to normalcy, plan to go ahead on a bigger scale than ever before. I believe that America practically controls the destiny of the world today. Without our money, without the credit we are in a position to extend, and without the guidance of progressive American policies, the whole world will continue in a state of chaos.

"Practically all business men in America knew that conditions could not continue as they were in the early months of 1920. We saw a change coming in our business and prepared to meet it as far back as June, 1920. However, every indication points now to the fact that the worst is over and that from now on business will continue

to improve.

66 NDICATIONS in the cash register business are that merchants all over the United States and Canada are regaining their confidence and are beginning to view the future optimistically. Cash register sales are often considered a barometer of business conditions, and as our Company has sold a greater number of cash registers during the first ten months of this year than in any like period of the past, this fact alone should be very encouraging.

"Prices are declining, and when prices start to come down business will get back to a competitive basis, which is always a healthy condition.

"Now that speculation is curbed and easy profits are being eliminated, business houses must go to work. When people go to work in earnest they produce, and

production always makes for good times.

"The real fundamentals in the prosperity of any country are an abundance of crude material, labor, and capital. Real prosperity is impossible without these elements. We have all three of them now. There is no reason why we should not have a real business revival within a comparatively short time."

In view of general business conditions during the past year, the statement that The National Cash Register Company has sold more cash registers this year than in any other year, prompted the interviewer to ask Mr. Patterson the reason for this unusual business. "When the outlook was dubious we continued our advertising campaign," he replied. "We gave encouragement to our salesmen. We let every member of our organization know that we had faith in the future and that we intended to do our best to find a market for our goods. We put hard work into our business scheme, and a satisfactory reward usually follows hard work. During the period immediately following the war it was easy to get business, but during the past year the ability and endurance of American business men has been tested to the utmost. It was necessary for us to redouble our efforts and centralize upon the selling force.

"We have found that it pays to get around among the sales people to give them encouragement and inspiration. We have gone after business harder than we ever went after it before. We realized that the uncertainty of conditions had a depressing effect upon many merchants, and to overcome this we had to do more than spread optimism—we had to work. Whereas in other more prosperous times our selling force may not have extended itself to the limit, during the past year it has worked early and late and has never given up, no matter how discouraging or depressing the conditions might be.

than last. Its advertising cost is a larger percentage on sales than in 1920. While the total volume of sales in dollars is less, the total number of sales is larger. This shows how active the selling force has been

"The Company is going ahead this year just as it did back in 1907. In that year competitors cut their advertising but our Company increased its advertising appropriation. The result was that in 1908 and 1909 our Company showed a bigger percentage of increase over its

nearest competitor than in any other year."

Mr. Patterson said that efficiency is the basis for the success of any business. How inefficient many business concerns were during the unusual period of prosperity was pointed out by him when he referred to one of the largest American industries whose head recently admitted that it now produces a greater product with 45,000 employees than it did in 1920 with 60,000. If we were to continue to conduct business along such a line, it would naturally lead to ruin, in the opinion of Mr. Patterson.

In conclusion he said that success in business comes when cooperation, hard work, and efficiency are uppermost in the minds of both employees and employers.

## What Rotary Does for Our Business

By HARRY H. ANDREWS

Rotarian Andrews is an automobile distributor in Yakima, Washington

OW and then we hear someone speak glibly of honesty and integrity in business and whenever I hear that kind of talk I am always sizing the speaker up to see if his acts conform to his words.

Did you ever hear a mother attempt to describe the love which she has for her babe? You never did and probably never will. Yet what is there in all of this world so indescribably precious?

What I mean to convey is that this subject pertains to those sacred things in our lives which we try to weave into our own characters, but which we refrain from discussing.

Ideals lose their attractiveness in the spotlight of the commonplace.

What benefit does our business receive from Rotary? If I ask our friend, the family doctor, what I must do to retain my health, he cannot tell me. He can suggest some of the things that I must not do. The rest is up to me. I can have health if I want it. How I am to get it belongs in that realm of knowledge which every man must invade for himself.

If I ask our friend the preacher what I must do to build character, he cannot tell me. He can tell me some

of the things which I must always refrain from doing. But the actual structure must be reared by my own efforts thru endless perseverance and patience.

I N Rotary meetings from week to week we mingle and gather the inspiration for service to our fellow men.

The spot where my office is now located was once occupied by a church consecrated to the service of mankind by the followers of John Wesley.

Gone are the chancel rail and the pulpit, but the spirit of service is still there.

Sackcloth and ashes have given way to blue denim and sawdust.

The balm that heals is now drawn from a tank of lubricating oil. Heavenly fire has been replaced by the acetylene torch. Where ears were once turned to catch the rustle of a wing or eyes trained to glimpse the approach of a heavenly chariot, men with perception just as keen, amid the roar and smoke of unmuffled motors now stand guard against the demons of wear and tear, in an effort to speed men on their way to deeds of usefulness in this busy work-a-day world.

The spirit of service is still there—and we strive to serve best that we may profit accordingly. This is the inspiration that our business receives from Rótary.

## The Cornerstone of Rotary

By GUY GUNDAKER

"Rotary and Reliability alliterate nicely as a slogan; Reliability and Rotary must be made synonymous," says Rotarian Guy Gundaker, chairman of the Committee on Business Methods, in this timely article which is based largely on the Committee's program of suggested activities for Rotary clubs and individual members.

OTARIAN B. FRANK HARRIS, who has recently passed to the Great Beyond, in considering the value and importance of higher business methods as an activity of Rotary, said, in his report at the convention in Atlantic City: "Correst Business Methods are the cornerstone of Rotary. There is no gainsaying that this statement is absolutely true. Rotary's acceptance by the world as a potent living force depends in a large measure on the completeness with which individual Rotarians exemplify high business standards in their respective crafts. Furthermore, if Rotary desires to accomplish and inspire community betterments and have its plans and activities received with respect, and enlist co-operation, it is absolutely necessary that the local clubs have a character standing in the community. In view of these facts, the subject matter of business methods is quite vital to the onward progress and success of Rotary.

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I T is an odd coincidence that, concurrent with the growth of Rotary, there has been a constantly

increasing wave of public sentiment among business men demanding a more exacting and more sensitive business conscience. Along with the development of this quickened business conscience, men in various crafts have begun to feel the necessity for codes of correct practice.

While it is apparent that the statement of standards of practice is the special province of national, provincial, or state organizations of the various businesses or professions, experience has shown that these bodies are slow to act on such matters. Codes of ethics have been evolved in various ages, reflecting the ideas of scholars and philosophers, but few business men have ever essayed to abstract the principles of correct human relations from the many concrete examples within their own experience, and arrange them for the guidance of their fellows in the crafts. It is not an academic code of practice which is wanted, but we do want plainly stated standards of good practice.

A LTHOUGH the business world has just passed thru a trying time of lean business and unsettled business conditions, it is looking forward to great business prosperity in the near future. It is far more necessary to create and instill inspiration for high business standards in prosperous times than in poor times. When there is little business and strong competition, business men feel the necessity of strict attention to details, high-class service and zealous regard for the highest ideals of business methods. On the other hand, when the sales-manager's desk is crowded with orders, and people are clamoring for the products of his establishment, there is a tendency to laxness in the appreciation of



GUY GUNDAKER Philadelphia, Pa.

these selfsame business virtues. Delivery of goods when convenient, substitutions, loose interpretation of specifications, sharp practices, etc., are the concurrent results of waves of prosperity.

As an illustration of this tendency you will recall that during the recent world war ethical business dealings were particularly noticeable by their absence. When these untoward conditions develop, Rotary must step in and, by a carefully prepared educational campaign, seek to have its members and others avoid that which is the natural concomitant of business prosperity.

Rotary and reliability alliterate nicely as a slogan. Reliability and Rotary must be synonymous. The principles of Rotary which one can deduce from our so-called Code of Ethics are safe rules to go by if we desire to stand out silhouetted, as it were, as the best kind of men with whom to do business.

THERE is another opportunity to do something worth while which offers itself to Rotary. I refer to the opportunity which

Rotary has, thru extension to various countries, to inspire higher standards of business in all of the nations of the world. Likewise foreign trade should be built on the new principle of "let the seller beware," rather than its predecessor, "let the buyer beware." Was there ever so great an opportunity for the betterment of the entire business world than is forecast by the possibility of the establishment of new commercial relations, founded on correct standards of practice? The very present need for standards of practice for all lines of business becomes additionally apparent when one notices the transition from the written contract to word-of-mouth business dealings. The telephone is largely responsible for this change, but continuance of the practice will depend on the maintenance of high and honorable business standards, particularly in transactions which are not confirmed by written evidence.

Let us now pause and consider what has been done in the writing of codes of ethics. Most of the recent codes are expressed in carefully couched and high-sounding phrases, calling men to higher ideals and higher business standards. Most of them are platitudes; many are so indefinite and general that they have no practical significance. It is not possible to practice undefined business ideals, or to strive to actualize glittering generalities. Therefore, the pressing need today is a plain statement of business rules of conduct which clearly define what one should do and what one should not do. The late Frank Harris, in his wonderful work as chairman of the Committee on Business Methods, living as he did in a scholar's atmosphere resplendent with fine and noble thoughts and

associated with men of exemplary business character, felt that it was absurd to present rules of correct conduct to Rotarians, believing that it would be like carrying coals to New Castle, or warming pans to the West Indies. I ask you men of Rotary that you search your memories and see if this optimism is founded on the facts in your experience.

THE founders of our organization must have had a thought to the contrary, else there would have been no Constitutional provision creating and defining the duties of a Committee on Business Methods. It was never placed there because Rotarians were believed to be dishonest, untrustworthy, or charlatans. On the other hand, it is indisputably a fact that Rotarians, as regards their standards of

business practice, are among those above the average of business men. It is also a fact, and one we must not forget, that business men as a rule, thru the very practical way in which business is conducted, are not abstract thinkers. They do not constantly examine their organizations to observe whether trade customs of many years' standing have the warranty of being good business practices. The larger the business, and the greater the number of departments and employees, the more difficult it is to be absolutely certain that the business methods practiced are free from criticism.

Many business men, whose character and integrity are above reproach, and who endeavor to conduct their business with regard to high standards, when inspired to careful self-examination of their current practices, pale when brought face to face with conditions in their establishments. They discover practices of the most reprehensible type—practices inherent in the usages and customs of the crafts.

M AY I use a homely example to illustrate my point, selecting my own business—the restaurant? It is only recently that restaurants concerned themselves with codes of correct practices. For years the restaurant trade has followed custom in misnaming articles on the bills-of-fare. I do not believe this was done with any premeditated desire to mislead, but it was more a blind following of current usage. When I analyzed restaurant bills-of-fare before the National Restaurant Association, carrying to them a message of Rotary and trying in my humble way to accomplish the betterment of the craft (which is one of the four betterments or objects that Rotary seeks), I found first an amused audience, and then one which displayed surprise and wonder. "Fillet of Sole" in restaurants is a term which has been used for fillet of flounder, fluke, haddock, cod and, in fact, the fillet of any fish. The truth is "Fillet of Sole" is the fillet of a distinct species of fish indigenous to England. English sole is rarely imported into the United States, but the term has been used for the last twenty-five years, with no restaurant owner thinking of, or recognizing, the misrepresentation. "Blue Point" oysters, found on practically all bills-of-fare, were ordinary culls and not oysters from the bed distinguished as "Blue Point." The word "Virginia" was attached to ham, whether the ham came from a native hog, or from a Virginia razor back hog, the flavor of whose flesh is derived from the acorns and other forest nuts on which it feeds, and the peculiar curing which makes it a Virginia

ham. "Fresh-killed milkfed broilers" described all broilers, even those delivered from a cold-storage warehouse.

My Rotary exhortation to restaurant men has accomplished some improvement in the matter of preparing menus, tho I will say that the great restaurant field is very fertile soil for improved business ethics, and the National Restaurant Association, having within its membership many Rotarians, should lead the way toward improved business standards. The appeal made to the restaurant men, however, has brought about the establishment of a principle on which restaurants can begin to build their code of ethics. It is this: Correct practice requires that every article on the menu be properly named. Therefore, it surely is not absurd to present rules of conduct to Rotarians or to any other business men. Investigation of other businesses will show simi-

lar incorrect rules of conduct. The time to write codes of correct practices is now. The campaign of Rotary to lead this business uplift is on.

W HEN the present committee offers for your consideration the important relation of business methods to the success of the Rotary movement, the necessity for the writing down of codes of correct practice, and the vital need of passing these along to the various crafts in an endeavor to reach the entire business world, it is adding very little to the suggestions which have been made along these lines by previous International Committees on Business Methods. The problem, therefore, has been clearly defined. It naturally follows that this year's work is not so much in planning what to do as it is in co-ordinating all of the objects sought and putting the betterment across by a big campaign which will make correct rules of conduct realities instead of dreamsdaily practices instead of aspirations.

If you have studied the reports of the various Business Methods Committees you will have noticed

Committees you will have noticed the repetition of the same suggestions made during each of the past six years. One might almost think that the International Association had made no progress in its efforts to awaken and arouse Rotarians to interested activity in one of Rotary's leading purposes. Such, however, is not the case, altho progress has been much slower along these lines than along the other betterment services performed by Rotary. It is not within the province of this year's committee to discuss critically the progress of Business Methods in the past, or the failure to carry out resolutions approved at International conventions. Each previous committee has given the utmost devotion to the purposes for which it was appointed. Nevertheless, the feeling cannot help but prevail that, with such a splendid beginning at Cincinnati, and the subsequent efforts, we have not gotten very far in actualizing the aims set forth in the International Constitution under the title, "Duties of the Committee on Business Methods."

LENN C. MEAD, Past International President of Rotary, in the "Open Forum" of the July number of The Rotarian, made a valuable contribution on the subject of codes of correct practice. Mead said: "The earmarks of a worthwhile code of ethics are its definiteness and conciseness in statements. Rules of conduct must be very specific and plain spoken, and should completely cover all

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## Wanted: Better Standards of Practice

ANY business men, whose character and integrity are above reproach, and who endeavor to conduct their business with regard to high standards, when inspired to careful self-examination of their current practices, pale when brought face to face with conditions in their establishments. They discover practices of the most reprehensible type, practices inherent in the usages and customs of the crafts." And then Rotarian Guy Guadaker, in this article, "The Cornerstone of Rotary," turns the search-light on his own craft and illustrates his point with some interesting first-hand examples.

The year's program of suggested activities of Rotary clubs was formulated by the Committee on Business Methods and the report presented to the International Board of Directors and approved. The article which is presented here, beginning on the preceding page, embodies to a large extent the Committee's program which has been placed in the hands of every Rotary club.

The following is the personnel of the International Committee on Business Methods: Guy Gundaker (chairman), Philadelphia, Pa.; Harold B. Harvey, Chicago, Ill.; George W. Kinney, Cleveland, Ohio; F. H. Littlefield, Toronto, Canada, and George M. Shriver, Baltimore, Md.

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phases of business relations." He further suggested that Rotary's present "Code of Ethics" is more in the nature of confession of faith or creed, and that Rotary is still lacking a code of ethics. A code of ethics for Rotary should be made up of the general rules of practice, which apply equally well to all trades and professions. Ideally, it should be a generalization of the codes of many crafts. As regards the committee's recommendations for this year, we suggest an intensive campaign for better Business Methods, with the following program:
First—That every Rotarian be requested to supply,

either through his own effort, group effort, or through his trade association, a code of correct practices for the craft corresponding with his classification in Rotary, which code

shall be sent to the International Committee on Business Methods for study and information.

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SECOND — That, in requesting these codes, the Committee on Business Methods will present to Rotarians the outline of a model code, so that the rules of conduct suggested by the individual or craft may be placed under appropriate It is apparent that the headings. object of this scheme for uniformity is desirable to pave the way for summaries and generalization, and finally for the making of a Rotary Code of correct practices, applicable to all trades and professions.

The craft code of standards of correct practices should have a general preamble stating-

(a) General principles of practice common to all trades and pro-This may be desigfessions. nated the Creed of The Craft. Under this heading should be a few plain statements of principles, such as: "The real function of

all business, great and small, is the serving of mankind." "That the practices of business methods are equally applicable to the individual's personal habits, as to his business conduct," and other statements.

(b) A brief description of the craft for whose guidance the code is written, and possibly the qualifications required for membership in the craft.

Then the craft code of standards of correct practice should include-

- (1) A statement covering the personal-character rules of conduct for the craftsman himself, or the executive officer, if it be a corporation.
- (2) Rules of conduct governing the relation of the employer to the employee (the observation of which may be the only known antidote for social unrest.
- (3) Rules of conduct governing the craftsman's relations with those from whom he makes purchases.
- (4) Rules of conduct governing the craftsman's relations with his fellow-craftsmen.
- (5) Rules of conduct governing the craftsman's relations with professional men whose professions are interlocked with the craft, such as physicians, engineers, architects, etc.
- (6) Rules of conduct respecting the craftsman's relations with the public, presumably his patrons, both clients The underlying principle of these and purchasers. rules is Service, flanked by truth and honesty

(7) Rules of conduct covering the making and executing of contracts, with special reference to specifications. (This is included as a special heading, not only because of its importance, but to avoid splitting the topic in its different phases, under four or five different headings.)

(8) A statement of certain well-known violations of the code of correct practices, with strong discouragement of such practices. In brief—a statement of the "Don'ts" in business conduct.

'HIRD-That vocational-section meetings for the sole I purpose of discussing, and, if possible, improving, existing standards of correct practice, or preparing a code of correct practice if the craft has none, shall be arranged

for at the district conferences. Immediately after the conferences, the approved codes to be sent to the Committee on Business Methods.

Fourth—That the Committee on Business Methods systematize the codes so received, and prepare a summary for each craft supplying more than one code, for use at craft sectional meetings to be held at the next International Convention at Los Angeles.

Fifth—That the codes in their final form be presented at the next convention and passed to the incoming Committee on Business Methods for publicity and also for generalization into a real code of ethics for Rotary applicable to all crafts.

"HIS is the outline of Rotary's campaign for the writing down of codes of correct practices. As a practical suggestion, aiding in the attainment of our plans, the committee suggests that all Rotarians who are not members of their city, state,

provincial, or national associations, join such organizations at once and become active in their deliberations.

The committee would also suggest that Rotarian members in craft associations survey these organizations to ascertain if they have formed a code of correct practices. If such a code has been prepared, to study its provisions and forward a copy to the chairman of the Committee on Business Methods. If the craft has no written standards of practice, Rotarians should take the lead or support others among the craft in urging the appointment of a committee to write one. It is parliamentary usage to make the mover of a motion a member of the committee named by that motion. If Rotarians are makers of such motions, the usage should place a Rotarian on the Business Methods Committee of every craft lacking a code.

If the craft has a code of correct practices and it is inadequate, Rotarians should take the lead or support others in urging a revision and amplification of the code. In these cases Rotarians will likely be called to participate in the re-drafting.

With the number of crafts represented in Rotary, many of them with memberships running into the tens of thousands, think of the powerful influence that individual Rotarians can wield in helping to shape the policies and the methods governing their respective crafts.

I feel that Rotary is on the threshhold of opportunity. We have been there before, but have never quite stepped across the doorstep. Let Crawford McCullough's administration mark the realization of this dream. What will the harvest be?

#### Rotary and Modern Business

A Statement by International President Crawford C. McCullough, which was embod-ied in his suggested program of work for the year presented to the International Council which met in Chicago the latter part of August and which was adopted by that body.

E VERY worthy vocation is honorable and in itself constitutes the opportunity most closely at hand whereby the individual may practice unselfish service, and thus, daily and surely, make progressive contribution to the welfare and happiness of himself and his fellows. Science and commerce and trade are perhaps the most important factors in shaping the trend of modern world affairs. Rotarians are drawn from the business, commercial and professional ranks. Each is assumed to be a successful man of affairs and a specialist in his own vocation. Each then has at his command in the daily practice of his business affairs the most potential means for demonstrating the utility of the Rotary ideal of Service.

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The residential sections of Wellington, New Zealand, are built upon steep slopes rising abruptly from the sea, while the chief business sections are built along the water's edge. The picture shows the incline railway used by the people in reaching their homes. At the top of the incline are the Botanical Gardens—one of the city's beauty spots.

## Carrying Rotary to Australasia

By JAMES W. DAVIDSON

The writer of this article, a member of the Rotary Club of Calgary, Alberta, and Rotarian Layton Ralston, of the Rotary Club of Halifax, Nova Scotia, acted as Special Commissioners in organizing Rotary Clubs in Australia and New Zealand. Last month Rotarian Davidson told of the planting of Rotary in Australia. In the following article, he tells how Rotary was carried to New Zealand.

REVIOUS to visiting Australasia, I had, I am ashamed to admit, in common with many other people, taken it for granted that New Zealand would closely resemble Australia in appearance and that the people would be identical in speech and customs. It is 1,200 miles from Australia to New Zealand, a four-day trip by steamer, which will doubtless surprise many. Upon arrival there I was struck by the great difference in the scenery and topographical features generally. With the exception of the more cultured in the two countries who speak much alike, the population generally use an accent and pronunciation quite different. New Zealand also, it should be understood, is an independent dominion, with no governmental affiliation with Australia in any respect.

New Zealand consists of the North Island and the South Island so-called and a small one still farther south called Stewart Island. There are a number of outlying small groups as well. The combined length of the North and South islands is approximately 920 miles and the greatest width 220 miles. Both are volcanic in formation, but the North Island shows signs of more recent activity with even yet one or two volcanoes not quite extinct. One of the features of the North Island is the Hot Lakes Region, where evidences of thermal activity are constantly visible. The plains and downs of New Zealand are extremely richthere is much excellent agricultural land and fine grazing country and also large areas densely wooded. With its green pastures, its hills and mountains, lakes and rivers, it is like many of the more beautiful parts of Canada and the Northwestern States.

The outstanding natural feature of the South Island is the mountain range known as the "Southern Alps,"

which extends 350 miles from north to south, showing a line of perpetual snow at from 6,000 to 7,000 feet, above which dozens of peaks stand out prominently. One peak, Mount Cook, reaches 12,349 feet and is surrounded by ten others all more than 10,000 feet high.

Dunedin (80,000 people) and Christchurch (110,000) are the largest cities of the South Island. The total population of New Zealand is estimated at 1,400,000.

The productivity of the Dominion is extreme. Practically every crop which can be produced in the temperate zone grows to perfection here and in addition oranges, lemons, and other semi-tropical fruits are produced in the north. Dairying, sheep and stock raising and fruit growing are among the important and valuable industries. The climate is healthy without extremes of temperature—the air keen and bracing and the death rate is one of the lowest in the world.

WELLINGTON is the capital city and an important shipping port. The population of the metropolitan area is approximately 120,000. It is situated at the south end of the North Island and is practically in the center of the Dominion. It commands both coasts of each Island with equal readiness. It is the southerly terminus of the Trunk Line Railway running through the North Island and has a fast ferry service to the South Island. It has been well named "The Corner Shop." The harbor is a land-locked crater basin with high mountainous surroundings. The hills rise boldly from the water's edge and the newest and most important portion of the business section and that containing the finest blocks of buildings has all been built on land reclaimed from the sea—the residential sections being built on the surrounding steep slopes.

Large firms doing a Dominion-wide business make the city the center of their activities.

In order to make the best use of the short time remaining before the depature of our steamer for home, Layton Ralston, my co-worker, preceded me from Sydney, going direct from that Australian city to Wellington, where he was to work alone. I started for Auckland a few days later and carried on operations there.

In both cities the procedure of organization was much

the same as that followed out in Australia. Layton made his first calls in Wellington with such success that on May 27th, less than a week after his arrival, he was able to bring together at a preliminary luncheon the following group of representative citizens, all of whom had expressed their interest in Rotary: Mr. James H. B. Contes, National Bank of New Zealand; Mr. D. H. Ewen, of Sargood Son & Ewen, Wholesale Soft Goods; Mr. A. F. Harper, secretary, New Zealand Welfare League; Mr. J. B. MacEwan, J. B. MacEwan & Co., Wholesale Butter; Mr. W. H. Morton, city engineer; Mr. Alex. F. Roberts, Murray Roberts & Co., Limited, Wool Brokers; Mr. C. C. Odlin, C. A. Odlin, Timber Hardware Company, Limited; Mr. W. D. Stewart, Dalgety & Co., Limited, Live Stock Agents.

R. CHARLES C. ODLIN, who had been entertained by the Rotary Clubs of Vancouver and Seattle, spoke to his fellows convincingly of his impressions of Rotary. Messrs. Ewen, Odlin, Stewart, Hunt, Lawrence, and Lonquet were appointed the organizing committee and gave

freely of their time.

The inaugural luncheon was held at the Y. M. C. A. building on June 7th and thirty-three charter members were present. It was an enthusiastic meeting conducted with a snap and precision characteristic of Rotary. H. M. Heard, formerly a Rotarian of Tacoma, Washington, but now a Wellington resident, spoke impressively of his experience in the organization. Alex F. Roberts, who was selected for president, while one of the younger business men of the city, is well and favorably known and has always been much interested in all civic movements. Charles C. Odlin was elected honorary secretary and

Ernest W. Hunt, treasurer, both of these gentlemen being outstanding men in the community. The proceedings included an unexpected surprise on Layton Ralston.

NATIVE Maori, obtained by the club, presented Layton with a "Mere" (a native weapon) in commemoration of the inauguration of Rotary in New Zealand. Accompanying the "Mere" was a beautiful New Zealand rug manufactured at the large mills at Petone, one of the suburbs of Wellington. The presentation was made in the Maori language with ceremony, Vice-President Odlin acting as interpreter. Layton found his new friends a most hospitable lot and when he joined me at Auckland en route home, he was very enthusiastic over the personnel and prospects of the Wellington club.

Auckland is in the northern part of New Zealand, 426 miles north of Wellington and some 1,300 miles from Sydney, the nearest Australian port. With a population of 159,000, including suburbs, it is the largest city in New Zealand. It is an important shipping and distributing center, and holds, by its location, a large part of the South Sea Island trade that comes to New Zealand. It is picturesquely located and possesses an exceptionally large and completely

protected harbor.

One is struck by the large number of wholesale houses which continue for street after street and convey to the stranger the impression that the city is larger than it

Auckland is built on a bed of pumice stone. There are said to be sixty extinct craters in this portion of the Island and several are within the city limits. The great amount of broken pumice stone one sees everywhere on the surface of the ground would point to comparatively recent eruptions. This conclusion would be incorrect, however, as the presence of this material everywhere is due generally to the rock working through the soil to the surface. The eruptions which were responsible for this striking deposit of lava on which the city is built occurred prior to our timeeven the Maoris have nothing in their legends dealing with volcanic action in this immediate vicinity. Mount Terawera,



Looking up Queen Street, the principal thoroughfare, Auckland, New Zealand. To the left is the Postoffice Building. Auckland—like Wellington—is noted for its Public Buildings and Botanical Gardens. The harbor is one of the best in New Zealand. The city is also noted for its Museum which contains one of the best existing collections of the Maori Art.



The Town Hall, Wellington, New Zealand, has an auditorium seating 5,000 people and an excellent Pipe Organ.

however, some 200 miles to the south, was in most violent eruption thirty-five years ago, covering a large territory with volcanic mud and ash. The smoke from the burning crater was visible for several hundred miles, people were awakened in Auckland by the disturbance and darkness covered the northern half of the province for several hours. There was much destruction and considerable loss of life in the immediate vicinity of the volcano. Both Layton and I spent a very interesting day in travel over the devastated area of the volcano, where there is still much evidence of internal fires.

REACHED Auckland on May 30th. A cable had previously been received from Secretary-General Perry, intimating that Hon. George Fowlds, late minister of education, would be interested in the organizing of a club in Auckland. I found on my arrival that this gentleman was very public spirited and was highly respected by the community, even by those who had been his political opponents. He had visited clubs in the United States and was thus somewhat familiar with the movement. He had obtained literature from International Headquarters, was most enthusiastic and at an informal meeting had discussed Rotary with a number of his friends. Naturally every assistance within his power was given me. Mr. Charles Rhodes, managing director of the Waihi Gold Mining Company—one of the world's big dividend-paying mines—an outstanding business man and warmly regarded by all who knew him, was always at my service and rendered invaluable aid.

In addition to the two gentlemen mentioned above, the other members of a preliminary organizing committee, all of whom were enthusiastic workers, were: Professor Segar of Auckland University; R. A. Laidlaw, general manager, Farmers Union Trading Company; H. T. Merritt, managing director, H. T. Merritt, Ltd., hardware importers; W. B. Leyland, managing director, Leyland O'Brien Timber Company, Limited.

A FTER two enthusiastic meetings with this committee, it was decided in order to save time to try a new method which I will describe somewhat at length. An invitation was issued in the names of the committee to forty-eight leading business and professional men who had been selected as most desirable representatives of their respective vocations, and their names were all mentioned in the notice of invitation so that each might

know the class of men who were asked to participate. In the interval, I had personal conferences, as many as time would allow, with prospects given in the list, so that on June the 2nd, when the luncheon was held, twenty of the forty-two who attended had already accepted the Rotary idea. Others also had been interviewed by members of the committee. I spoke during the luncheon period explaining the ideals and purposes of Rotary, and answered questions, being thus engaged from one to two thirty o'clock. At the close of the luncheon forty of the forty-two present announced their desire to become members and the following gentlemen were added to the committee on organization: T. H. Macky, managing director, Macky, Logan & Caldwell, Ltd., Wholesale Dry Goods; H. P. Richmond, barrister; Henry Horton, managing editor, New Zealand Herald; V. J. Larner, financier.

It had been my intention to have the Rotary idea placed before a sufficient number, so that at least thirty-five would be assured as charter members. However, during my absence—I having availed myself of the holiday season to visit the volcanic district to the south—the committee continued interviewing the prospects who had been invited, but had not attended the luncheon, above referred to, and on my return three days later, I found that there were a total of fifty-two assured.

ALTHOUGH this number gave a charter membership considerably larger than I anticipated, still no harm resulted; in fact, it is undoubtedly an advantage for an experienced Rotarian to have the preliminary coaching of as large a number as possible. The difficulties of a new club in these far away countries, with no one among them familiar with Rotary, with no experienced governor to assist them and little prospect of Rotarians calling in from the



A Maori Girl—The Maoris in New Zealand number about 50,000 and are famed for their beauty and intelligence.

States or Canada with whom they might consult, would be considerable were not the clubs placed on a sound footing at the commencement. This your commissioners made a conscientious effort to do in each city.

The inaugural luncheon was held on June 13th at the Strand Café with an even fifty charter members present. Hon. George Fowlds was a happy selection for president for it would be difficult to find anywhere a more hearty advocate of Rotary. Other popular appointments were Charles Rhodes, vice-president; Harry T. Merritt, honorary

secretary, and V. J. Larner, honorary treasurer.

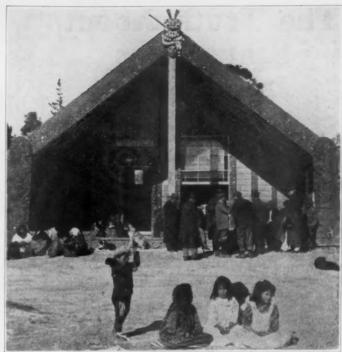
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I presume in countries old in Rotary there is frequently a feeling on the part of Rotarians who are assisting in the organizing of a new club, that they have failed in some way to establish the true Rotary atmosphere. Doubtless our own clubs in their early days were just as formal in their proceedings, just as free of wholesome fun as some of the new clubs at their first meetings seem today. The essentials of success were achieved in Australia and New Zealand and we can rely upon our good friends there to develop the informal side to an extent that they find most pleasing to themselves.

E tried to emphasize, for instance, the relaxation and pleasure which comes from hearty irrepressible singing by the members. Australians like to do things well and they doubted the ability of their members to qualify as vocalists—to attempt it, they felt, would bring pain rather than pleasure. I was determined, however, to try it out in Auckland, even though the earth collapse and the heavens fall. I picked out the most foolish number in the Rotary Song Book, took on the job as song master, had the tables compete with each other, and while the restaurant manager peeked in to see what the row was all about, there was no other evidence of physical shock. The new Rotarians were



Underwood & Underwood.
The Old Wind Mill at Auckland, New Zealand, one of the interesting landmarks of the older section of the city.



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A Maori "community house," for social meetings. The Maoris are adopting many customs of the New Zealanders.

much amused and seemed to enjoy it heartily. I was assured by the president that singing would continue; and incidentally they sang rather better than most clubs on this side of the water, and I now learn from recent letters that

singing has become quite a feature.

We found many Americans and Canadians in the different cities who would gladly have joined the movement, but it was naturally desirable to discourage presentation of such applications except where the classification could not be filled by an Australian or a New Zealander, as the case might be. We believed that the Rotary movement could only be strong and representative and helpful to the whole body, when its membership was made up of those of the home nationality, with no more than a sprinkling of good material selected from among those residents who came from other lands.

In considering the appeal which Rotary made to these new friends, the outstanding feature that they most frequently referred to was the advantages of international membership. They all appreciated and were glad of the power that Rotary possesses to promote friendly relations between all parts of the English-speaking world, also that Rotary united must naturally be more efficient than Rotary divided. It was very pleasing to us to note this satisfaction that affiliation with the International Association gave them. We in turn were able to express to them the great pleasure that International would obtain in accepting them as a part of its large and rapidly increasing family, and we sincerely believe that the Australian and New Zealand clubs are destined to stand high in our great Rotarian unity.

On June 15th we sailed for home, arriving July 4th in Vancouver. We left the Antipodes with great regret. Our task, while most pleasant, had been strenuous. Time was short for the work outlined and thus there had been no opportunity to obtain more than a most flitting picture of a portion of two lands which could most delightfully entertain one for many months. The memory that we will carry with us for all the days of our life will be the faces of those good friends who received us during our first days in each city, believed in our story, and made possible our success.

On our return, Layton stopped over at Calgary ostensibly to pay me a short visit, but in reality I believe to check

(Continued on page 355.)

### The Truth About Santa Claus

By LIONEL B. MOSES

The author of this beautiful Christmas appeal is a Member of the Rotary Club of Chicago

HE cruelest lie that ever wounded the tender, trusting heart of childhood is the smug "admission" that there is no Santa Claus.

Who tells a child that on Christmas Eve, while little folks are asleep, Santa Claus comes and fills their stockings, and leaves toys for them to find when they awake on Christmas morning—who tells a child that, tells the truth; a truth so deep and beautiful and with such a power for happiness in all child-hearts, that it is difficult to believe anyone could do such a stupid, wicked thing as to tarnish that whole truth with a half lie.

And who says to a child-

"There isn't any Santa Claus really. Daddy is Santa Claus, dear; we only fooled you about that while you were very young to make your Christmas happier; now you must help us fool little sister until she is big like you, because we don't want to spoil her Christmas too"—who tells a child such rot as this is telling the child a lie and is helping to spoil Christmas for the whole world.

Surely nothing could be more wicked or stupid than that.

DADDY indeed! He flatters himself! He may be the finest Daddy in the land, but he isn't Santa Claus. Can Daddy touch the heart of all the world and for a day make loving kindness bloom where only selfishness and greed appear on every other day? Can Daddy make

the surliest and meanest of men, and women too, awake newhearted on the day of his coming, and greet everyone cheerfully with heartfelt good wishes for a merry holiday? No; only Santa Claus can do those things, melting the cold indifference around our everyday hearts and in the white magic of Christmas bringing into blossom for a day the springtime of the soul.

Daddies may be good, bad or indifferent as Daddies go; but Santa Claus? Never! Santa Claus comes only on Christmas Eve, when little folks are asleep. He fills their stockings and leaves toys lying around for them to find when they awake on Christmas morning.

THERE is an old story of a child who, learning the truth about "the Santa Claus myth," tearfully cried, "Oh, Mother! Have you been fooling me about Jesus, too?"

There is nothing wrong with this story, but everything is wrong with the spirit in which it is generally told and received. There is always an air of,

"Ah, that was a poser! What could she say to the poor child?"

Why, in Heaven's name should there be any embarrassment in such a situation? If your child shows symptoms of budding doubt, or certain "discovery," why not tell her, or him, the beautiful truth, and exchange for the merry image of the white-whiskered old reindeer driver the far more heart-filling and lasting Christmas joy of the real Santa Claus—the radiant vision of the soul of THE ROTARIAN



"ON CHRISTMAS EVE. SANTA CLAUS COMES!"
Photograph by Gus Hostetler, of Rotary Club of Des Moines, Iowa

the Christ child, returning each year on His natal day to spread joy and loving kindness thruout the world, renewing man's faith in man, awakening the spirit of Christmas and bringing happiness to the children—especially the children—whom He loved best of all?

F course there is a Santa Claus. True, when our children are very small we use the figure of jolly old St. Nicholas as the simplest, surest way to reach the baby mind—a symbol, yes; but a symbol of a blessed and very real thing. All our lives the deepest truths of the universe are placed before us in symbolic form—not to deceive us, but on the contrary, to impress the truth upon us more convincingly.

There is special need for symbolism when our purpose is to convey to baby minds and hearts clear understanding of the power of unseen forces—whether dangerous forces against which we wish to warn, or forces of good which we wish our children to know and love for their happiness' sake.

For the baby mind cannot comprehend what it cannot see or feel or hear or smell or taste. The unseen force must be given physical actuality, of forbidding or appealing aspect; else the warning fails, or the happiness is missed.

Whoever thought a child was being "deceived" when its mother said—

"Bundle up warmly before you go out, or Jack Frost will nip your ears"?

There is no deception about this, of course; no

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thought of deception. But how difficult—impossible—it would be to impress upon a child-mind the danger lurking in the cold unless we use a graphic visualization. In time, as the child's understanding develops, "Jack Frost" fades from the mind's eye: no longer the mischievous son of the Frost King, watchful-eyed, with nippers waiting for unprotected little noses, he assumes his proper form (or lack of form)—still to be watched for, still nipping ears and noses on winter days—still Jack Frost if you please—his physical body gone, but his spirit, his reality, the essential truth of him untouched.

THE day your child "learns the truth about Santa Claus" should be a red-letter day in both your lives. Instead of stupidly allowing the occasion to be one of heartache or disillusion, seize the golden opportunity for one of the happiest heart-to-heart talks of a lifetime. Take advantage of this moment to teach the deeper, holier truth about Christmas—the ever-living truth of the deathless power of Love; and of the supreme example of that power, returning year after year, fanning into Christmas flame the spark of love buried deep in the ashes of human selfishness; bringing Christmas gifts and Christmas cheer to all mankind.

Assuredly, nothing could be more real than a power which has wrought this miracle year after year thru all

the centuries since the good Bishop of Bari tossed purses of gold thru the windows to the dowerless maidens while they slept. What matter the form of the messenger if only the message be brought home? The truth is so much more beautiful than the make-believe Santa Claus which babies know, that it will make Christmas a brighter, happier time, a day looked forward to with more joyous anticipation than ever before.

ANG up a stocking on Christmas Eve?" Certainly! And pray why not? Do you dare to say that on that holy night no returning spirit of the Babe of Bethlehem enters your home, blots out unkind thoughts, spreads peace on earth to men of good will? If not, God pity your home! That loving, breathing, glorious spirit does enter our homes and our hearts. And we delight to give thanks to Him thru gifts to the children He loved so well. That Spirit of Christmas bids us fill the children's stockings, and give gifts to one another as the Wise Men gave gifts to the Child of Bethlehem.

Call the Spirit what you will. Every word we tell the babies is the living, blessed truth. It is a Spirit that brings the gifts. And for my part, I love the dear old name we have always used. I still love and believe in Santa Claus.

### **Business Bromides**

The following paragraphs of good business philosophy are printed through the courtesy of Rotarian J. M. Bundscho, member of the Rotary Club of Chicago, and one of the foremost of that small group of men who are earnestly engaged in creating a new and higher standard of advertising typography.

O as you like about reading this. There's nothing new in it. Just some Business Bromides. But they speak truth. And truth bears repeating. . . . The sun rises day after day. So we've gathered these together for anybody who wants them.

Business means being busy doing things for others that others have to have somebody do for them. Good business means doing it so well that everybody wants you to keep on doing it.

Business that consists in doing something to somebody else before he can do it to you, instead of doing it for him before somebody else does, is all out of date. It's against the laws of nature.

The Lord helps them that help each other. Business shows that the more we help the more we prosper.

Doing something nobody else can do, or doing it better, or doing it for less, or doing something anybody else can do, but doing it with love in your heart—any one of these spells business success.

If you make something, or sell something, make or sell something that you would be just as glad to buy, if you were at the other end of the deal, as you are to sell it.

It's just as much a deception of the public to have something *good* for them and *not* tell them, as it is to have something *bad* for them and tell them it is *good*.

The man that believes in you will believe in what you try to sell him, or want to do for him. So it's easy enough to see where to begin a successful business.

No business can last long that doesn't benefit the customers that make money for it as much as it does the proprietors that make money by it.

Getting new business is fine; but holding old business proves more.

Business isn't just making a living; it is life itself these days—your big chance to gather the fruits of being human.

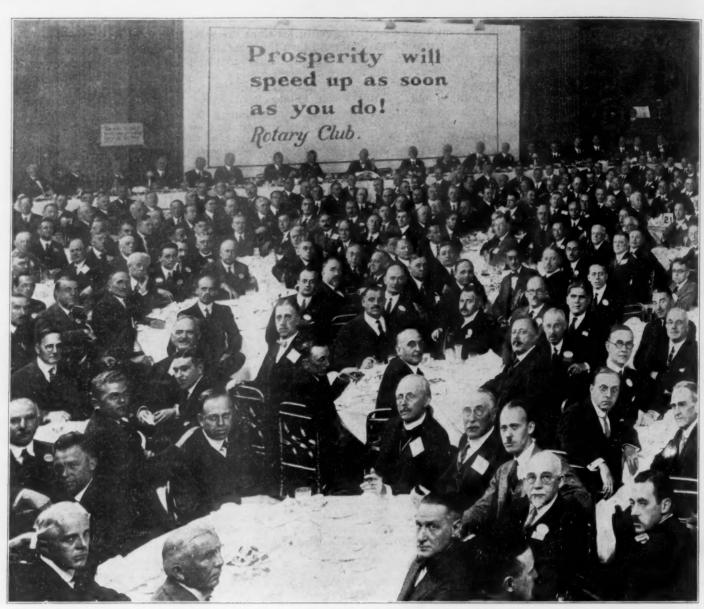
Honesty is the best policy—and the most fun.

It takes two seconds to shoot off a sky-rocket—and two months, at least, to build a skyscraper. We mention it because that goes for business too.

Don't worry about competitors. There's plenty here for all of us to do, if we can help by doing it.

If you work as hard for the men that work for you as you do for yourself, they'll work as hard for you as you want them to. That's inside stuff; give it a try-out.

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The Luncheon of the Rotary Club of New York City held at the Waldorf-Astoria Hotel on October 13th at which the Rotary Prosperity Poster Campaign was launched. Back of the speakers' table is displayed a large 24-sheet poster. Similar posters carrying appropriate messages will be displayed on 100,000 poster boards in 8,000 cities and towns

## Speeding-Up Business Prosperity

By WELLS CONSTANTINE

An Interesting Description of the Rotary Prosperity Poster Campaign—How It Was Conceived and Plans for Its Accomplishment. The Writer Is a Member of the Rotary Club of New York City

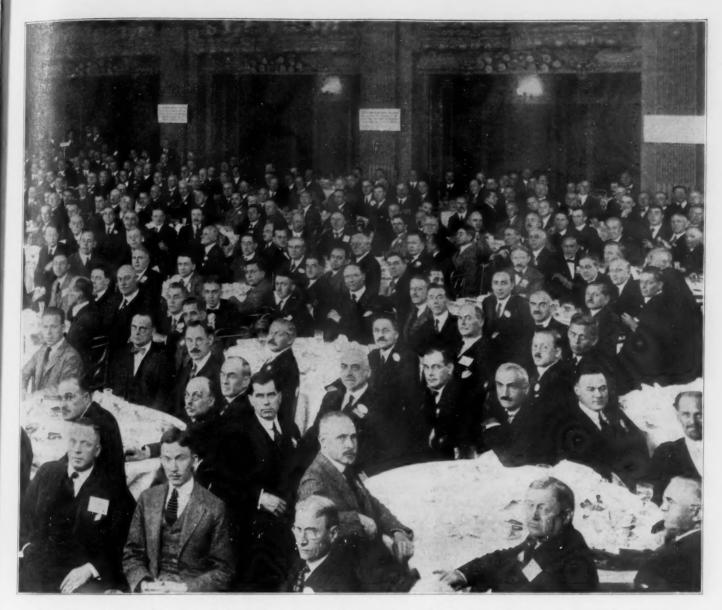
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T a time when the public mind in the United States is in a condition of unprecedented ferment, with talk of hard times, unemployment, and calamity generally heard on every side, the Rotary clubs of the United States and Canada have dealt Old Man Pessimism a stunning blow between the eyes, and sent him reeling into his corner, plainly defeated. The plan itself and how it originated is of uncommon interest.

It all came about through a brand-new idea of one Rotarian in New York which he carried to other Rotarians, far and wide, and then took to government officials at Washington for judgment. Just as in the days of the war, when patriotic ardor developed new and brilliant ideas over night, and organized effort carried them to realization the next day, this plan was conceived for

helping business to right itself in the United States during these tempestuous times.

To Ivan B. Nordhem, chairman of the Publicity Committee of New York Rotary, belongs the credit for originating the idea, and for immediately carrying it to Washington and getting Uncle Sam's stamp of approval on it before he brought it back to his fellow-Rotarians for action. How the idea for the plan originated is exceedingly interesting as Ivan Nordhem tells it: "The whole idea for a Prosperity Campaign came about through the fact that my home is located opposite Bryant Park and from my windows I could see hundreds of men sleeping on the grass all night. I could not help but wonder about the state of mind of those men and what they thought about this great country of ours. And so I thought how wonderful it would be to get messages to these men that would give them confidence



throughout the United States and Canada during December, January and February. The first message to be sent out in December will be signed by President Harding. More than 200,000 "posterettes" with appropriate messages, will also be furnished to business men to be used in window displays in stores and offices throughout the United States and Canada.

and courage in these difficult times and at the same time reach the great multitude of manufacturers, wholesalers, retailers, and merchants. Being a Rotarian and knowing the Spirit of Service to which we are all dedicated and also being in the poster advertising business, the idea of a nation-wide poster campaign to spread messages of optimism and confidence was conceived."

THEN as the plan developed and gained momentum through the aid of Rotarians, backed by such patriotic and enterprising agencies as the Poster Advertising Association of the United States and Canada, aided by unselfish lithographers, and many others, in less time than it takes to tell it, one of the biggest and best jobs that Rotary ever tackled, was successfully under way.

Throughout the United States and Canada, 100,000 posters of 24-sheet size, bristling with messages that appeal to common-sense and reason, patriotism and fellowship as between man and man will appear for three months—December, January, and February—in 8,000 cities and towns. These messages will emphasize, irresistibly, the gospel of team work as the one best thing that can be encouraged and practiced to relieve our present troubles, fancied and real. And these messages will be read by more than fifty million each day! Many of these constructive and inspiring messages will appear

over the signatures of recognized leaders in whom the public has implicit confidence.

Government officials in Washington were consulted. The whole story was explained to the lithographers at their annual convention in Atlantic City. The plan was again explained to the Poster Advertising Association at its convention in Detroit the other day. Both organizations immediately offered their cooperation. And then ways and means had to be devised to finance the very small part of it that required financing to get it into motion—and then, the wheel began to turn.

THERE will not be one cent of profit to a living soul in the whole undertaking. The campaign will stand on a par with the biggest and best patriotic endeavors ever tackled by anyone during the war. Everyone is cooperating in putting the campaign over. Paper and ink manufacturers are cutting their prices, lithographers are printing the posters for less than cost, and the Poster Advertising Association, through its members, are donating 100,000 boards entirely without cost.

Ivan B. Nordhem had an idea that if men in all walks of life, yes—and their wives and children, too—would pause long enough while talking panic and unemployment, to get a message of good cheer and to consider

(Continued on page 356)

## EDITORIAL

Get Together

EVER before in world conditions has there been so urgent a necessity for employer and employee to get together. Organized labor is floundering around suffering from the evils of mismanagement and misdirection. Some employers are prone to play the rôle of the modern Shylock, now that a deplorable situation has given them a plentiful market from which to select their labor. The employer who seizes the opportunity now to exploit those who work with and for him, is just as guilty before God and humanity as the despicable profiteer who, during the war, wrung the fruits of toil from the mothers and fathers whose boys were giving their life-blood on Flanders fields. If the balance swings today in favor of the employer then to him comes the responsibility for making the first move toward industrial peace and prosperity. In the meantime, the world cries for more production and cheaper prices.

A little over two years ago, one of the radical leaders of the garment industry in New York City, ordered his men to "do as little as you can for as much as you can get." What was the result? Wages were increased four hundred per cent and production cut one-half, and the cost of garments increased proportionately. The public stopped buying garments, and almost immediately thousands of garment makers were without employment. So numerous instances could be cited where production has been decreased and wages increased and the public refuses to be cajoled into buying at the resultant high cost. Looking forward to business prosperity and at the same time "kidding ourselves" with the false doctrine that "the less we put into life, the more we can take out" is like trying to get rich by reckless spending.

Management and labor must take into consideration some fundamental principles before we will be able to get back to economic prosperity. For example, employers of labor must realize that workers can do better work in a happy environment; that a living wage is necessary, which will provide domestic comforts and educational opportunities; that there must be more of the spirit of "We will do it" rather than "You must do it."

And labor must realize first of all the urgent necessity for the right kind of leaders, and sec-

ond, that training and initiative must have their just reward. Someone has rightly said: "The job that the gods sell for two hours' training is worth just what it costs. The job that the gods sell for two years' training is worth just what it costs. And the job that sells for ten years' training is worth just what it costs. The only job that is worth while has tied to it the price-tag of constant, unceasing study and work."

The prosperity and happiness of the worker —whether he be employee or employer—depends upon pulling together. When the grim spectre of starvation and want shows itself, men have only one alternative to face—working together for the good and prosperity of all. During the past few months a large industry in the State of Pennsylvania, from lack of orders for its product, was compelled to post a bulletin announcing a "shutdown." The life of the community depended on the continued operation of the industry. people of the community voluntarily offered to take a reduction in wages on a part-time basis. The management then decided it would be able to operate, and offered the counter proposal of a reduction in the rent of the homes in which their employees lived and which were owned by the company. The merchants of the little community who had had a vision of a tremendous loss in trade as the result of the proposed shut-down, voluntarily reduced their prices. Thus we have an example of how both labor and capital can get together and bring about an economic readjustment in which all are benefited and none suffer.

German labor—in a nation faced with want and privation and burdened with a load that it will take generations to remove—has voted to do away entirely with an eight-hour day, substituting in its place a ten-hour day, all because of Germany's imperative need of labor and labor's imperative need of an increased livelihood.

Let us look forward to progress and prosperity—to an era of cooperation when both employer and employee will make progress together. This is the time for the employer to manifest to the employee a spirit of fairness and reasonableness as to all matters which may be in controversy. Noblesse oblige.

## COMMENT

#### Submerged or Immersed?

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THE directing head of many a business concern is today delving into the various details of the conduct of his organization to see that the machine is adjusted to meet the peculiarities of present business requirements. He is bringing to each executive station the insight engendered by experience and the controlling power of a broad and detached viewpoint. That modifying word "detached" marks the crossroads where one lane leads to failure and the other to success in this search for symptoms of organization weakness and the subsequent adoption of corrective measures.

If our director becomes so engrossed in the routine of details encountered, that he warps his viewpoint, in effect if he submerges himself, his efforts will be directed toward benefiting the methods or functions under his immediate scrutiny, but his vision nevertheless will be clouded, and he will lose sight of the main course he should be steering. The head who controls his movements, who merely immerses himself long enough to analyze a small executive responsibility, and then rises again to his clear-visioned height, commanding an all-encompassing view, that man we know wastes no energy, makes full use of every resource—and comes thru in the lead.

Let's go a little farther; apply the same reasoning to a trade or an industry. The most modern thought bears us out in this application, in that it has been shown time and again that the organization that occupies itself—after it has set its own house in order—with furthering the interests of its trade as a whole, profits most. It is the just reward of careful yet broadminded and unselfish management.

It matters not what may be the purpose of the organization, this argument and conclusion holds true. An integral part—and this may be a factory, a business house or even a professional man and his staff—that wants to count for the most, that wants the largest return on its investment of time and effort, cannot so submerge itself in its local problems that it loses sight of the course steered by the whole. Submersion in local and individual matters is essential to the proper functioning of the individual or business, but submersion should imply the return to the high lookout where a straight course is laid for the common goal.

#### Rotary's Great Task

A COMMITTEE convened in Chicago

on November 14th which will have great historic importance to Rotary—a committee of thirty-one members authorized by the Edinburgh Convention to draft a new constitution for International Rotary. According to the terms of the resolution adopted by the convention the personnel of the committee was to be selected "by one member chosen from each district in Rotary by a majority vote of the club presidents in the respective districts, two members chosen by the president of the British Association of Rotary Clubs, and three members and the chairman chosen by the president of the International Association of Rotary Clubs.

On the floor of the Convention at Edinburgh during the presentation of the report of the "Committee on Foreign Extension," a British delegate pointedly inquired of the assembly "Who is foreign in Rotary?" And there was considerable truth in President Snedecor's reply that "The spirit of Rotary has outrun its machinery of organization and administration." The Constitution Committee is now in session to prepare a draft that will enable "the machinery to catch up with the spirit."

Almost simultaneously with the meeting of the Special Committee on Constitution and By-Laws, there have been sessions in Chicago of the International Board and of the Committees on Extension Redistricting, Canadian Advisory, Convention Program, and Publicity. All in all, it has been an extremely busy week—and one in which much constructive work has been accomplished for Rotary.

#### Two Places

THERE are two places where a man should never be angry—in his mind and in his heart. If he has reason in his mind there will be no anger there, for reason teaches the futility of anger. If he has love in his heart there can be no anger there, for love overcomes all things. A man may be stern and positive and uncompromising at times, but he should never let himself get angry. Anger produces poisons in the body of the physical man. When angry a man loses his mind. He also usually loses his cause.



### Under Direction of William C. Bamburgh of the Babson Institute

Non-Partisan League. By Andrew A. Bruce. New York: Macmillan Co., 1921. Pp. 285; index.

Originally a farmers' league, this near-national organization of all producers, allying itself with the laboring man of the cities and the mines, appeals, according to the author, to the discontented of all classes. He also indicates that it appears to be the entering wedge for a communistic America.

With such power as it already wields and with such future size as can be already seen on the horizon, its existence demands the attention of all business men and particularly the attention of the nation's leaders. This work of the former chief justice of North Dakota provides exhaustively and interestingly the information which such business men need.

History of Labor in the United States; with introduction by Professor Henry W. Farnum, (Rotarian, New Haven, Conn., U. S. A.). By John R. Commons; and associates. Two vols., pp. 623, 620; new edition. New York: Macmillan Co., 1921.

This standard and authentic history of labor is reprinted from the edition of 1918. Its position in the literature of labor was then established in the forefront, and has become the basis of nearly all of the disertations on the subject and the foundational study of the relations of labor movements with philosophies and ideals of life as distinguished from the history of the relations of labor organizations with production and producers.

There is a most valuable bibliography, and the comprehensive treatment of the subject leaves little untouched in the history. Practically all of the notable upheavals in industry are described and analyzed. Employers and those interested in the development of the solution of that great problem of capital versus labor, will find this work of absorbing interest and an important addition to any business library.

The Medici. By Col. G. F. Young. Two volumes. New York: E. P. Dutton & Co., 1920. Illustrated; pp. 538, 576; maps; tables; genealogical trees; index, 40 pp.

This reprint of the third edition of this notable and admirable work makes it possible for those interested in the remarkable XIIIth and XIVth centuries of Italian history to obtain the story of the entire Medici family

told in a complete and exhaustive manner by an authority of foremost ability.

The volumes are noble additions to any library, and because of the position of the Medici family in the era and history of the progress of the arts and learning, these volumes cannot be ignored by students and scholars, and particularly those who would be entertained by the activities of so powerful a regal force.

These volumes should be given close attention by the buyer who seeks a deeper knowledge of the period and its decline and end, as well as for a vision of the "mountain tops of power" which it reveals. The author's style is direct and pleasing.

Cecil Rhodes. By Basil Williams. (In: Makers of the Nineteenth Century Series.) New York: Henry Holt & Co., 1921. Frontis.; pp. 353; bibliography; chronological table; index.

The romance of one of the last century's greatest business giants is written with full appreciation of the romantic position which he held and the monstrous accomplishments which he directed. It is difficult to say all that could be said in favor of reading this interesting and faithfully prepared work. It seems to have been written with inspired insight into the life of the genius, and the portrayal of the man is full of living light and entertaining description.

In style and in matter, this book stands out among many others as the ideal biography of a business man who was also a statesman. The perceptions of the adventurer play their part in the history, and the greatness of the leader in national progress provides much of the background against which his life moved.

Advanced Business Correspondence. By George Burton Hotchkiss and Edward Jones Kilduff. New York; Harpers, 1921. Pp. 513; index.

For the mail-order business and also for the general correspondence of a sales department, this work is valuable and informative. It is prepared upon definite principles which are good and unusually sound. There is much added data regarding costs of correspondence and the maintenance of correspondence departments. Many forms for letters are provided, which can be translated into usage in any business and there are many short cuts to methods in writing letters which may be found efficacious by students. The book is written with human

feeling and consideration which is usually lacking in such works.

The book is recommended for business libraries and business men would do well to insist upon the reading of such books by their employees. Bad diction, erroneous attitudes, and improperly used words make for ill-will instead of good-will in business.

Common-Sense Drug Store Advertising. By Bert Kahnweiler, (Rotarian, Orangeburg, So. Carolina.) New York, 1921. Illus. 8 vo. —61.

In a nutshell, Bert has given his principles and policies of advertising in particular and of drug store advertising in special application. He has developed direct appeals and the clear message with excellent effectiveness. He has very pertinent criticism and important opinions relating to drug store position in the community and how it can be obtained through the printed message. He has developed some interesting novelties which can and do exploit the needs of the people, and his intention to "get the reader all riled up and full of pep for his own goods" is made good throughout his book. Bert knows what he is at and has done well to pass his ideas along to others.

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Foreign Trade. By Howard C. Kidd. New York: Prentice-Hall, Inc., 1921. Second edition; pp. 441; index.

Concise and business-like is this work on a subject in which many experts have produced many good works. Its conciseness is its main feature, and its brevity and clarity add greatly to the clean-cut attitude of the author to all of the parts and portions of the vast subject with which he deals. Throughout the work there is an intent to be complete in giving information which will increase the vision of the reader and the student, for the book is prepared for college usage and will receive much attention there.

It is, however, a business man's book, which can be placed in the hands of clerks and subordinate officers in foreign trade businesses, and it will also serve particularly to instruct and inform young bankers whose interests and studies tend toward foreign trading and financing as a specialty. It is also recommended to the salesmanager whose mind may be occasionally dulled in his attention to domestic trade, for he may obtain fresh ideas for distribution and sales promotion from the pages of this book.

The Founding of New England. By James Truslow Adams. Boston: The Atlantic Monthly Press, 1921. Illus.; maps; pp. 482; index.

This is the best economic history of New England that has so far been produced, and it is to be hoped that Mr. Adams will eventually provide us with a second volume on the eighteenth century economics of the United States—or the Colonies as they were then called, so that the great deficiency will be filled adequately.

His method of using the words and acts of the founders has brought forth not only a readable book, but one full of fascination to the present-day man of affairs whose concerns are with industry and the solid methods of trade and commerce with which those men invested the new world. The evolution of the colonial communities, and the development of the nation out of the organizations—both political and religious—which they set up,

will provide our out-standing men with much food for thought and advancement.

That the principles of Rotary are so close to the principles of the Puritans, is one of the reasons for the staunchness of the modern institution which stands for the highest manhood and its accomplishments.

America's Power Resources; The Economic Significance of Coal, Oil, and Water-Power. By Chester G. Gilbert and Joseph E. Pogue. New York: The Century Co., 1921. Illustrated; maps; charts; pp. 326; index.

Fuels and natural powers are treated with keen fore-casting methods, and based upon wide research. Such information has a distinctive message for every business American, for there must be forethought by the present generation for the future, and there must be legislation and invention, study and analysis, in order to conserve the powers which will assure the future industrial position of the country. Every producer and every consumer needs information upon this subject, and it is here given in a way to inform and interest. It is scholarly, but more important it is written from viewpoints based upon practicality and performance.

Ocean Shipping. By Erich W. Zimmermann. New York: Prentice-Hall, Inc., 1921. Charts; pp. 691; index.

Those engaged in foreign trade and those engaged in maritime business will find that this work is comprehensive of all of the details of ocean transportation and shipping, is exhaustive in its attention to the minutest of shipping matters, and considers the laws of maritime shipments and transportation adequately.

Professor Zimmermann (of Millikin University, Illinois) has provided a handbook of international commerce which gives the latest conditions and problems full scope in his considerations. Its publication at this time makes it the latest word regarding ocean shipping: it is timely, and his chapters are authoritative. Better than that, it is practical and concisely written. It is also readable and interesting.

Organization: As Applied to Industrial Problems. By Howard T. Wright, Philadelphia: J. B. Lippincott Co., 1920. Illustrated; charts. Pp. 268; index.

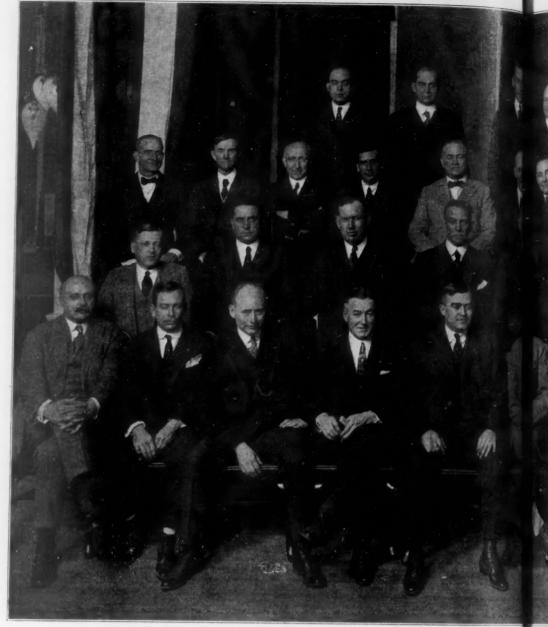
Few books have been prepared giving due attention to and a description of executive duties and obligations. Official positions, it is true, are so much at divergence, in the duties which are performed, that any attempt to set up a fair and complete description of each position may be considered difficult.

It is so, too, when considered in relationship to going concerns. Yet there are many times when a good analysis and description of the duties of a position would save many a dispute and many an inside disturbance, as well as heart break

In the organization of a new business, or reorganization of a going concern, this book will serve to provide numerous descriptions of duties and relationships of one officer to another, as well as analyses and descriptions of the obligations and duties of departments and divisions. It is a London-made book, but none the less valuable to the business men of any other country. There are several positions described which are generally unknown in the United States and which have an acknowledged importance of considerable weight, particularly as co-ordinating factors, between executives and departments and heads. We recommend this book for use by any executive.

## In The Picture First Row-Front-Left to Right FRANK EASTMAN, Perth, Scot-land; president, Rotary Club MARIO NUNEZ MESA, Cienfuegos, Cuba; former secretary, Rotary Club of Cienfuegos. CHESLEY R. PERRY, Chicago, Ill.; secretary-general, Inter-national Rotary; secretary to Special Committee on Consti-CHESLEY R. PERRY, Chicago, Ill.; secretary-general, International Rotary; secretary to Special Committee on Constitution. WILLIAM COPPOCK, Council Bluffs, Iowa; second vice-president, International Rotary. \*RALPH W. CUMMINGS, Lancaster, Pa.; first vice-president, International Rotary. \*CRAWFORD C. McCULLOUGH, Fort William, Ont.; president, International Rotary. ESTES SNEDECOR, Portland, Ore.; immediate past president, International Rotary. \*H. J. LUTCHER STARK, Orange, Tex.; third vice-president, International Rotary. CHAS. A. SMITH, Birmingham, England; member, Executive Council of British Association of Rotary Clubs. SAMUEL B. BOTSFORD, Buffalo, N. Y.; chairman, Special Committee on Constitution; former third vice-president, International Rotary. CHARLES E. WHITE, Belfast, Ireland; member Executive Council of British Association of Rotary Clubs. Second Row—Left to Right ROBERT W. HILL, Salem, Mass.; former president, Rotary Clubs. Second Row—Left to Right ROBERT W. HILL, Salem, Mass.; former president, Rotary Club of Raleigh, W. C.; former president, Rotary Club of Raleigh, N. C.; former president, Rotary Club of Guelph, Ont.; former vice-president, Rotary Club of Fargo. ALEX. R. McFARLANE, Vancouver, B. C.; chairman, Canadian Advisory Committee. ALBERT L. MILLER, Battle Creek, Mich.; former president, Rotary Club of Battle Creek, Mich.; former president, Rota

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The asterisk before the names of those in the picture indi-cates members of the International Board or other visitors

CONSTITUTION is not fundamental. The beliefs that underly it are: a constitution is a statement of principles and an agreement upon certain fundamentals, and, with the by-laws comprises a set of rules for action in accordance with the common beliefs. Accordingly, there is no jar to the true basis of Rotary when proper constitutional changes take place.

A constitution is an agreement generally acceptable to those abiding under it. Any change in our present constitution must be generally acceptable and should be for the purpose of enabling Rotary to function better. Our present constitution has never been finite; it was originally very simple and has been changed to take care of conditions as they arose. Any constitution drafted now, or hereafter, in Rotary will undoubtedly be amended later; it is difficult to imagine our devis-

## Committee Meets to

A preliminary statement by the amar Constitution and By-Laws—the wittee Convention and convened whice

BY SAMUEL BO

ing an agreement sufficient to satisfy forever, from the needs of an organization so virile.

The results of our meeting will not please every Rotarian. The special desires of so many men cannot be incorporated into one instrument. The resolutions passed by the various district conferences last spring were inconsistent and indicated wide divergence of opinion. Many nations differing widely in customs and thought are now



#### In The Picture

Second Row—Left to Right (Continued) ARTHUR E. JOHNSTON, Winnipeg. Man.; former president, Rotary Club of Winnipeg. "GEORGE W. HARRIS, Wash-ington, D. C.; sergeant-at-arms, International Rotary.

Third Row (from bottom) --Left to Right

Left to Right
BENJAMIN C. BROWN, New
Orleans, La.; past district
governor.
HARRY M. BARRETT, Boulder,
Colo.; former president, Rotary Club of Denver.
GLENN C. MEAD, Philadelphia,
Pa.; past president, International Rotary.
ALBERT S. ADAMS, Atlanta,
Gs.; past president, International Rotary.
FRANK L. MULHOLLAND, Toledo, Ohio; past president,
International Rotary.
\*PAUL P. HARRIS, Chicago,
Ill.; President Emeritus, International Rotary.
ARCH C. KLUMPH, Cleveland,
ARCH C. KLUMPH, Cleveland,

\*PAUL \*\*
Ill.; President Emeritus, ill.; President Entru ternational Rotary.

ARCH C. KLUMPH, Cleveland, Ohio; past president, International Rotary.

RUSSELL F. GREINER, Kansas City, Mo.; past president, International Rotary.

\*ALLEN D. ALBERT, Paris, Ill.; past president, International

\*ALLEN D. ALDERS, past president, International Rotary. JAMES F. FINLAY, Chatta-nooga, Tenn.; former vice-president. International Ro-

tary.
FREDERICK E. MATSON, Indianapolis, Ind.; member, Commission on Redistricting.
RAYMOND J. KNOEPPEL, New York City; president, Rotary Club of New York.

Fourth Row (top, standing)— Left to Right

Left to Right
CARL PRYOR, Council Bluffs,
Iowa; former secretary, Rotary Club of Council Bluffs.
P. J. KOLB, Mt. Carmel, Ill.;
president, Rotary Club of Mt.
Carmel.
H. J. BRUNNIER, San Francisco Cal.; former vice-president

H. J. BRUNNIER, San Francisco, Cal.; former vice-president, International Rotary.
LEE M. JORDAN, Atlanta, Ga.; former president, Rotary Club of Atlanta.
FRED H. SEXTON, Halifax, N. S.; past district governor.
STEWART C. McFARLAND, Pittsburgh, Pa.; past district governor. \$aaaaaaaaa

## t Draft Constitution

the aman of the Special Committee on the authorized by the Edinburgh ned thicago on November 14th

#### UEL BOTSFORD

represented in Rotary. The framers of our constitution must recognize all essential facts and provide for the needs of all Rotary clubs.

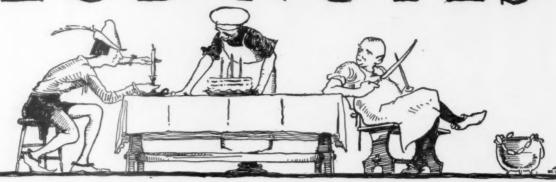
The holding of a convention in Edinburgh was a great step forward in the consolidation of International Rotary as a world organization. It gave the delegates from North America new ideas of the needs and possibilities of Rotary, and provided the surest grounds for agreement—personal

friendship and the understanding of common purposes.

Rotary is now enjoying its greatest prosperity. Its present success in all parts of the world, its consistent growth and steadily increased usefulness, prove the wisdom of its leadership to date and the value of its present constitution and by-laws. We are not called together to reorganize a bankrupt institution or to bolster up a failure. Our task is to suggest changes, provided we are confident they will add to the present success of Rotary and clear the way for greater usefulness.

The committee is composed of able and experienced men who believe profoundly in the fundamentals of Rotary. They want their service on this committee to result in making Rotary more serviceable.

## CLUB NOTES



HERE you can walk over to Main Street, drop in at the sign of the Rotary Flag, get your guest's badge, and make your-self at home! The fellows are always glad to see you and to learn what your club is doing, and while you bend elbows over the luncheon table they will tell you about the best club in the best town in the best country in the world!

AVANA, CUBA—The officers and members of the Havana Rotary Club have labored incessantly as individuals and as a club to find a solution to bring about readjustment and hasten the return of normalcy since the business depression which overtook Cuba—as well as other parts of the world—more than a year ago. Many plans were suggested and projects mapped out. Some of these have been adopted

and considerable good has been accomplished through the efforts of the club to meliorate conditions and to instill a spirit of helpful cooperation among the leaders of thought, government, finance, commerce and other elements upon whom falls the task of the economic reconstruction of Cuba. It has been the further object of the Rotary Club to inspire in the masses that fuller sense of civic pride and patriotism and to propagate and bring out the finer quality of citizenship and public spirit so essential in a people when the need arises to combat, weather, and successfully overcome national

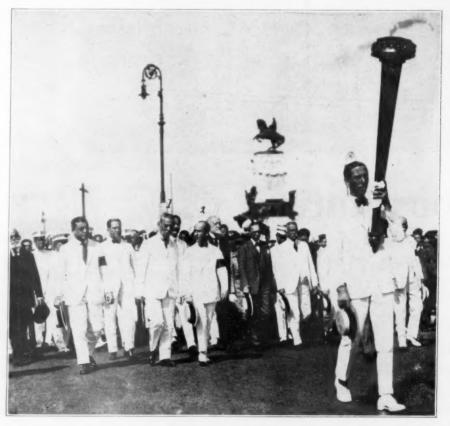
Prompted by this motive and with a view toward arousing the people from a depression and

lethargy that seemed to permeate all classes as the result of the protracted national crisis, the Rotary Club selected the 10th of October, the anniversary of the commencement of Cuba's first war of independence in 1868, as the occasion for a great patriotic demonstration. Initiated, planned, and directed by the Rotary Club and carried out in collaboration with national and city officials, the celebration was a mem-

orable success and has been heralded by the press of the city and country as an epochal event in Cuban history and a monument to Rotary service.

The program embodied a monster parade composed of social, civic, commercial, military, and naval organizations, followed by an open-air mass meeting in one of the large parks of the city where speeches were delivered by distinguished public men, including the president

of the Republic, Dr. Alfredo Zayas. In the first section of the parade marched the gov-ernor of Havana Province, members of the president's cabinet, his aides, and other government officials, as well as the mayor, members of the city council, heads of the city govern-ment and various distinguished citizens including senators and representatives of the Cuban Congress. Following this section were the veterans of the first and last Revolutions marching in compact formation. While some of these veterans were weighted down with years, they were all seemingly rejuvenated by the enthusiasm inspired by the occasion. Other groups represented in the parade were the public school teachers and pupils, the



The Rotary Club of Havana, Cuba, as a part of its program to combat the critical business condition existing throughout the Republic, initiated, planned, and directed a great patriotic demonstration held on October 10th—the anniversary of the first war for Cuban independence in 1868. A feature of the demonstration was a monster parade in which all branches of the government, all municipal departments, and all civic and other organizations were represented. Heading the parade, in the picture, are (1) Hon. Alfredo Zayas, president of Cuba, and (2) Sr. Alberto Crusellas, president of the Rotary Club of Havana.

faculty and students of Havana University, physicians and nurses of the various hospitals, social, civic, and patriotic organizations, heads and employees of commercial establishments, some of which had appropriate floats, heads and employees of the big cigar factories who rained fragrant "havanas" and packages of cigarettes on the crowds that flanked the sidewalks. The speaker's stand was surrounded by a dense mass of

people, many of whom had waited for hours in anticipation of the oratorical pro-gram which had been announced. The principal address was made by President Zayas, a polished and eloquent speaker, whose words were received with great enthusiasm. His theme, a patriotic one, found an answering chord in the assembled thousands. He spoke earnestly and touched on the live topics of the day with an optimism that went home to the hearts of his hearers. He also made a graceful recognition of the Rotary Club and its patriotic

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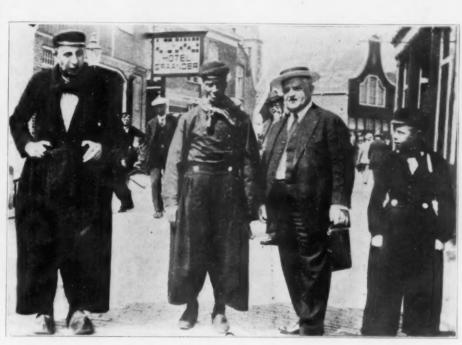
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and helpful cooperation. Other addresses, stimulating to the public mind, were delivered and helped in a large measure to contribute to the objective sought by the Rotary

Club.

Houlton and Biddeford - Saco, Maine - Houlton and Biddeford-Saco Rotarians had charge of the Rotary "Breakfast" on the second day of the fall conclave of the New England clubs, and they put on a program which won the commendation of all present. The first thing which greeted the eye on each of the tables was a huge potato. The Houlton boys had brought one hundred and twenty-five of them-a full barrel-and the total weight of the 125 potatoes was 165 pounds. Catching the eye next was a huge toy balloon, with the word, "Houlton" printed in gold. Those present were invited to join in singing "number one" in the song sheet, and as the words of the chorus were started, a trap in the top of a large papiermâché potato snapped open and Secretary Bill Fullerton, of Houlton, popped out, and from this position led the singing. At every table was a sheet of songs, written especially for the "breakfast," and entitled, "Greetings from Potato-Land" and alluding to potatoes and other products characteristic of Aroostook county. John P. Deering, of Saco, acting as master of ceremonies for the Biddeford-Saco club in starting



Hundreds of Rotarians toured various parts of Europe after the convention at Edinburgh, Scotland, This picture was taken at Vollondam, Holland, by Charles Slagle of the Rotary Club of Alliance, Nebraska. The man holding the camera is Bernard Arntzen of the Rotary Club of Chicago; he refuses to disclose the names of his friends. Vollondam is just a half-hour's ride from Amsterdam, where a Rotary Club is now being organized.

their part of the program introduced McNamara's "Wild Irish Band." The band, suitably costumed and equipped with kazoos, paraded the dining-room and gave a concert which started a riot of fun and applause.

San Juan, Porto Rico-The Rotary club recently discharged the Leper Committee which it had appointed, and thanked Chairman Dhock Glines, and the other members of the committee, for the splendid work which the committee has accomplished. Rotarian Glines reported that the Rotary bill providing for a change of location for the lepers had been passed, \$65,000 appropriated for the purchase of a site and a commission named to carry out the purposes of the bill. Rotarian Glines was appointed chairman of this commission.

Charlotte, North Carolina — The Rotary club at a recent meeting unanimously adopted the recommendation to loan \$200.00 each to

two Charlotte boys in order that these students might continue with their education and enter college.

Rexburg, Idaho—At the celebration of their first anniversary, the first president of the Rotary club was presented with a life-size doll representing the "Rotary Child" of one year, by Toastmaster Fred Maynard. The doll was nestled in a miniature cradle suspended over the

center table in the banquet room. A dinner, interesting talks, and dancing comprised the program of the evening.

ng.

New Brunswick, New Jersey -Local Rotarians attended the "Court of Honor' conducted by the Boy Scouts of the city and invited 182 boys from the 450 boys who were the guests of the club to take three excursions down the Raritan River during the summer, to attend the "Court" as guests of the club. The affair was a success from every angle and renewed interest was aroused in the work of the Boy Scouts.

Burlington, Iowa-The "Infancy of Rotary," a "three-reel feature" was the most successful screen event of the season, put on for 170 Burlington Rotarians and their wives at their recent ladies night meeting. The entertainment was a complete surprise to all except the wives and mothers of the Rotarians, who, of necessity, were let in on the secret entertainment that had been in process of construction for six months. That length of time was required for the mothers to secure the "kid" pictures of their sons or the wives the pictures of their husbands. From the uproarious laughter which greeted every picture as it was thrown on the screen, the ladies were well repaid for their work. The portraits of some of the older members in pretty velvet trousers, lace, kilts, and some with Lord Fauntleroy curls; men, tall and lank today were seen on the screen as roly-poly babes; bald heads of today were thick thatched then; giants of intellect and stature, as sweet-



Rotarians of Sayre, Pennsylvania, captured first prize for the best stunt at the Inter-City Field Day held at Binghamton, N. Y. recently, and participated in by over a thousand Rotarians of the Fourth and Fifth Districts. Decorated with red tam-o'shanters and marching in double file, each man holding a long wire from which extended shorter wires which sputtered and glowed, the members won the prize as the "Live Wire" club. Sayre is hanging up an enviable attendance record; in September the average was 99.5 per cent and the club is now making a strenuous effort to reach the 100 per cent mark!

faced cherubs; all brought forth peal after peal of laughter, and few were able to guess a tenth of the pictures. Such an entertainment would have been incomplete without a ballyhoo man lecturing upon the wonders depicted upon the screen and this difficult rôle was taken by Rotarian E. S. Phelps in an inimitable manner.

Cristobal-Colon, Panama Canal Zone—The Rotary Club recently entertained Dr. Belisario Porras, president of the Republic on which occasion the Rotarians assured

President Porras that "in every pro-posal for the development of the country which he might propose, he would have the Rotary Club of Cristobal-Colon with him heart and soul." A party of Rotarians, with Dr. Porras and the presidential party as theirguests of honor, recently traveled to Porto Bello for one of the most important events of the year with the Porto Bellinos-the Feast of Jesus Nazareno. The object of this visit was to promote the building of the Colon-Porto Bello road, a project that is of the utmost importance at this particular time to the Atlantic side of the Isthmus.

McKinney, Texas—Our secretary, Moxie Craus, was dumbfounded when, at a recent meeting, his fellow-Rotarians announced that he had resigned as secretary of the club! They thanked him for his splendid service, told several anecdotes regarding Moxie's career as secretary, and as they continued his bewilderment increased until at last one of the conspirators stepped forward and unfurled a large scroll which thoroughly enlightened and doubtless relieved the amazement of the popular young secretary who had

apparently lost his job. The scroll read: "Moxie A. Craus, Jr.: born Labor day, 2 p. m.; weight 9½ pounds; color, red and white; elected secretary of the Rotary Club to fill the vacancy caused by the resignation of his father. Cause of father's resignation — sudden en-largement of home duties." The fellows then gave Moxie, Sr., a "shower" for the new arrival which was appropriate (?) as well as useful (?), and which included: a baseball bat, a pair of loaded dice, a pair of trousers with pockets, a one-dollar bank account, an automatic pistol, a corn-cob pipe, a bottle of bromo-seltzer, a bottle of paregoric, an Ingersoll watch, a set of garden tools, and a plug of Star Navy tobacco!

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Portsmouth, England — The Rotary Club of Portsmouth, Virginia, U. S. A., presented the representatives of the Portsmouth, England, club at the Edinburgh Convention, with a parchment signed by the officers and all the members of the club. and also by the city clerk, and this greeting has been suitably framed and hung in the club offices. The Portsmouth, England, Rotarians have dispatched to the Portsmouth, Virginia, club a framed acknowledgment of their greeting, which reads as follows: "A memento of the visit of the members of the Rotary Club of Portsmouth, Virginia, U.S. A., to Great Britain, hoping they will carry away with them happy memories of their meeting with the members of the Rotary Club of Ports-



A "Community Kitchen" is being supported by the Rotary Club of Cienfuegos, Cuba, where five hundred people are being fed daily and lodging provided for an average of one hundred persons each night. The Cienfuegos Club—with other Cuban Rotary clubs—is rendering valuable assistance during the financial crisis faced by the Republic, and which is assuming serious proportions due to the uncertainty of the sugar situation.

mouth, Britain's premier naval port, and our heartiest greetings to our brothers in Rotary."

During one month this British club has organized the following events on behalf of local charities and civic projects: An open-air musical festival, a pier carnival, including swimming and water sports. etc., a street collection and "emblem day," a motor "gymkhana," and a grand military searchlight display. These total efforts on behalf of charity raised approximately £1,500.

Columbia, Pennsylvania-Although not yet a year old, this Rotary club has become nicely established and is already putting over successfully a number of activities. Among these are: The erection of signs marking the town for the traveling public; the erection of danger or "slow-down" signs at school buildings; assisting in clearing away a part of a section of the banks of the famous Susquehanna River for bathing purposes and which is being enjoyed by thousands of people-a recent record was 5,000 people in one day. This club has also been instrumental in holding a "block party" and raising a fund of \$1,300 for the continuation of a health center, providing a community nurse, and fostering a "Harvest Home." Through the influence of the club the town will also have during the next year, a river-front park of some size.

Trenton, New Jersey—Out of love and respect to the memory of Ro-

tarian George Dugan, former district governor of the Third District and always an active member of the Trenton club, his fellow-Rotarians are making plans to establish a perpetual scholarship at Princeton University as a George Dugan Memorial.

Manila, Philippine Islands-In an interesting address before the Rotary club, Lord Northcliffe said: "I take off my hat to America in the Philippines. There is no more remarkable undertaking in the world. I can't see why the Filipinos want independence. Why, they already are independent! They are better off than Canada or Australia, because those two countries have to pay in a large measure for their own protection. Yet Canada and Australia are not crying for independ-ence." Lord Northcliffe said he had been asked by a number of Filipinos to express frankly his views of the independence question, and in the course of his speech he said, "If I've hurt anybody's feelings, I'm sorry, but I'm speaking out straight from the shoulder."

Ashtabula, Ohio—In line with the general policy of the Ohio Rotary clubs, the Ashtabula club is doing some splendid work for the crippled children of the city. The club has adopted a plan whereby each member is to become personally responsible for a crippled child in the city. The children will be allotted later. The members will see that crippled children receive proper



This will introduce Al Schatzkey, the handsome sergeant-at-arms of the Rotary Club of Miami, Arizona, photographed in his royal regalia of office! He wears this costume at each luncheon and the frying pan was presented to him so the members could enjoy the "jingle of the coin" when they paid their fines.

treatment and will personally look after them following their discharge from hospitals. A delegation of Rotarians recently appeared before the budget commission of the county and succeeded in getting an appropriation of \$4,000 for a crippled children's fund. The club has paid the greater portion of the surgical and hospital expense of a young man who has had several delicate operations performed for the removal of a growth back of his eyes which was gradually pushing his eye-balls from their sockets. Surely, this is a work which truly expresses the Rotary Service ideal!

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Blackwell, Oklahoma—As a result of the record made by the Rotary club in its campaign to keep Blackwell boys from dropping out of school before completing their high-school course, the Women's club of that city will undertake the same task with the girls. The plan adopted by the Rotary club will be followed as near as possible, the women stated. Committees have been appointed and a canvass of the city will be made to learn the conditions of the girls' home life.

New York, New York—The Rotary club of New York City has challenged the Rotary club of London, England, to an attendance con-

The South Bend (Indiana) Rotary Harp Orchestra which is becoming famous among the Northern Indiana clubs as a purveyor of melodious harmony. Left to right, standing—Harry Bodet, Lyle Humble (soloist), Bill Danner, "Noisy" Huff, Clarence Snoke; Seated, left to right—Dane Guilfoyle, president of the Rotary club, Art Russell, Rome Stephenson (soloist), Harry Schock, Ed. Bonds, manager of the orchestra and secretary of the Rotary club. In front—E. E. Mangold, accompanist.



December, 1921, Vol. XIX, No. 6



THOMAS B. McADAMS
Former district governor and past president of the Rotary Club of Richmond, Virginia, and recently elected president of the American Bankers' Association at its convention at Los Angeles. Rotarian McAdams is an "F. F. V.", a member of the famous Branch family—one of the first families of Virginia. He now heads an association of 23,000 member-banks.

test covering the months of October, November, and December. For the purpose of this contest, the New Yorkers are counting only members present at their home meetingthis following the suggestion of the London club, since it is very difficult for their members to visit other clubs if they should miss the meeting of their own club. The losing club will furnish a prize to the winner. In addition, the attendance committee of each club are having a little side bet as to the winning The losing committee will club. purchase two Waterman pens, one to be kept by the chairman of each committee as a souvenir of the contest. The pens will be suitably engraved to commemorate the occasion.

Auckland, New Zealand—At one of the early meetings of this Rotary club a proposal was submitted that the club should get behind a movement to raise in the city £1500 for the encouragement of the Boy Scout movement. About £500 had already been promised largely from members of the club. After referring the matter to the boys work committee, the club decided to send out collection lists to all Rotarians. Results exceeded expectations, the sum of £794 (about \$3,200) having been obtained.

Ogdensburg, New York - At a recent meeting, Rotarian Herb Mc-

Carter, who furnishes the crown jewels for the officers of the club, gave an instructive talk on diamonds, their origin, mining and cutting. He had facsimiles of many of the historical diamonds of the world, reproductions in crystal showing the exact size and cutting of each stone, and he also exhibited two diamonds of the real kind in the rough weighing forty-two carats. Herb was evidently suspicious of some of the members for he had a policeman guarding the exhibit and it developed later that his suspicions were well founded for when taking inventory of his stock, he found one diamond missing. After a thorough search of several members, the missing stone was found in the pocket of one of the members, who was dumbfounded when it was extracted from his pocket. Considering the fact that Herb had presented each member at the beginning of his talk with a real diamond (?) ring, this was considered base ingratitude by the other fellows.

Chico, California - Although a baby club of but seven months, the Chico Rotarians arranged an intercity meet recently with the Rotary clubs of Sacramento, Marysville, and Chico which will live long in the memory of those who attended. Hallowe'en afforded the opportunity to introduce the guests to a "fairyland" party, having first exhausted them physically in a tri-city golf tourney in which the honors were rotarily divided. Marysville staged the first big stunt during the dinner by introducing a bridal party in which the principal participants were Miss Mary Chico and John Oroville, enabling the participants to make timely and topical allusions to the local twin-city antipathies which the practical joke may tend somewhat to remove. Chico countered by surprising the visitors with a silver golf cup to be the trophy for future combats on the green be-tween opponents from the three clubs.

Orangeburg, South Carolina—Orangeburg Rotary recently received its charter from Governor Joseph A. Turner, who delivered an excellent Rotary address. Ladies' Night was observed in connection with this charter meeting, and about twenty-five visiting Rotarians from Columbia, South Carolina, were present. The Rotarians and their ladies attended the football game between the local high school and the Charleston, South Carolina, high school and had as their guests at luncheon on the fairgrounds the two football squads.



ROBERT L. QUEISSER
A former director of International
Rotary (1912-1913) and a member of
the Rotary Club of Cleveland, Ohio,
was elected grand warder of the
Knights Templars at their 79th Annual
Conclave recently held at Cleveland.
The grand warder is the only truly
elective officer, the other officials usually being advanced to the next highest
post each year.

Sydney, Australia-The first evening meeting held by the Rotary club of Sydney, was a business session dealing with municipal reforms. It was decided that the club should give assistance towards helping the children of soldiers who had been killed in the war, into suitable occupations. It was further decided that the establishment of a boys' club in connection with the Kindergarten Union be considered and that support be given to it. The club has a committee on "Motherhood Endowment and Christmas Cheer" which is doing some splendid community service.

Gary, Indiana-Nearly two hundred Rotarians and their wives gathered around a banquet table at the charter meeting of the Rotary club of Gary and ate their way through fourteen speeches and fiftyseven songs. There were delegations of Rotarians from Hammond, Valparaiso, Michigan City, South Bend, Kokomo, and Chicago. Hosts and guests sang all the way from Spanish olives to American toothpicks and then interlarded every speech with a fresh outburst of vocal effort. Booklets entitled "Songs for the Rotary Club" were distributed among the diners. The booklet contained 89 different songs. The Ro-

(Continued on page 344)

High on his throne sat Xerxes and wept-

> at the shortness of human life



THE Hellespont was white with his ships; the plains were covered with the greatest

army the world had ever seen.

"Why should you weep?" his uncle asked. "You who have everything?"

"I have reckoned up," said Xerxes, "and it came into my mind to feel pity at the thought how brief was the whole life of man, seeing that of these multitudes not one will be alive when a hundred years have gone by.'

(Wells' Outline of History, page 283.)

Human life is short; so much to learn and so little time in which to learn it! So much to do and such a little span of active years! So many thousand books and only a few fleeting hours

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Will you be one of the fortunate Americans to put into your library this book which is the essence of all books? Will you make your reservation now?

And the Review of Reviews, too-

Wells begins with the

dawn of time; before there were men; before there were even reptiles. In broad, magnificent strokes he paints the picture, bringing you straight down to 1920, Alexander passes on the screen; and Nero; and Charle magne and Napoleon; Pericles and Genghis Khan-Constantine and Akbar; Gallileo and Marco Polo; Never a dull moment. Never a paragraph that is not. crystal clear.

And where Wells stops the Review of Reviews takes

and where wells stops the Review of Reviews takes up the story. His is the history of the past; the Review of Reviews is the throbbing, thrilling history of today. It is fitting that these two should be yoked together. By yoking them we can make this amazing offer—both together for a few monthly payments. Just a few cents for each day you will spend in reading

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This is an offer we never can make again. We must know how many copies to print. Reserve your copy by clipping the coupon now.

## Osteopathy Is More Than **Bodily Adjustment**

SYSTEM of healing cannot properly be separated from a philosophy of life. Osteopathy involves more than physical or mechanical adjustment. The Osteopathic Physician is educated through a comprehensive four years' course, that he may be capable of prescribing with reference to adjustment of habit and environment as well as bodily mechanism. Dietetics, Hygiene and Public Health, Surgery, Pediatrics-these are but a few of the things aside from straight mechanical adjustment which are in the Osteopathic Physician's training. So while Osteopathy is a system based upon the facts of anatomy and physiology, the Osteopathic Physician is tutored also in things which may affect the anatomy, its component parts, or their functioning. Frequently, adjustment with reference to "living" as well as adjustment of mechanism, plays an important part in the accomplishments of your Osteopathic Physician.

## UNDERWOOD wins for AMERICA!!



At the Annual Business Show, New York City, October 17, 1921, the UNDERWOOD TYPEWRITER, operated by George L. Hossfeld, World's Champion Typist for 1918, 1920 and 1921 won for the sixteenth consecutive year, the World's Typewriting Championship.

Mr. Hossfeld defeated, among others, several former World's Champions, as well as the English Champion and the European Champion.

The first six typists in the World's Typewriter Championship Contest used Underwood Typewriters—the choice of the

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#### Special Forms and Books

We specialize in making specially ruled and print-ed forms, systems, duplicating and bound books, loose leaf ledger sheets, post binders. Best work, prompt shipment; reasonable prices. Send sample any of your forms or sheets, quotations by return mail.

M. J. Galvin, Rotarian Lima, Ohio



## Club Notes

(Continued from page 342.)

tarians sang 57 varieties of them and then the waitresses passed the pickles in honor of Mr. Heintz. This new Rotary club is starting its career under very auspicious circumstances. A coincidence mentioned at the charter meeting was that since the origin of the Chicago Rotary club as Club No. 1, Rotary has encircled the globe and then returned almost back to its own shrine to install Club No. 1001 at Gary, a few miles from Chicago.

Chillicothe, Ohio—On Hallowe'en night the Rotary club celebrated the 125th anniversary of the founding of their city. No other organization having noted the important event, Rotarians decided not to permit it to go unheralded. The club had for its guests and speakers, Hon. David Mead Massie, grandson of the founder of the city, Nathanial Massie; Robert M. Manly, great-grandson of Edward Tiffin, the first governor of Ohio; J. Harold Howson, great grand-nephew of Thomas Worthington, the fourth governor of Ohio; and W. Allen Scott, great grandson of Duncan McArthur, the seventh governor of Ohio. All are residents of the city. The splendid papers prepared by these men, and that of Rotarian Harry Bennett, who is a historian and who prepared a paper on Chillicothe, so impressed Rotarian Jesse Mason, school superintendent, that he announced the following day that beginning at once he would have the history of Chillicothe and Ross County introduced as a part of the daily study at the schools. This excellent meeting won much favorable comment from the state press.

Wellington, New Zealand—The Rotary club of Wellington recently issued a meeting notice reading as follows: "Every Rotarian attending the next luncheon shall come armed with one or more spare books from his library. The books will be handed over to the boys work committee for distribution among the various boys welfare institutions."

Devils Lake, North Dakota-At one of the recent dinners given by the Rotary club, the Rotarians prepared and served a wild duck dinner under the supervision of Secretary Harry Walker, who with President Allie Haig and other members of the club, shot the ducks, prepared, and served them. Members of the club also acted as waiters.

(Continued on page 346)

## From Producer to You **Those Great Big Luscious Oregon Prunes**

The kind that thousands of particular consumers want to buy, but are unable to secure through their local dealer.

Will be sent to you direct charges prepaid to any Express Office in the U. S. A. as follows:

1 Carton Prunes 9 lbs. net, 30—40 size, very large fruit for . . \$2.25 1 Box Prunes 25 lbs. net, 30—40 size, very large fruit for . . 5.50

1 Carton Oregon Evaporated Loganberries (with recipes) 5 lbs. 2.25

If intended for Christmas Gifts special cards may be enclosed, and a special holly wrapper will be used.

Address: PHEASANT FRUIT FARMS COMPANY, Box 36, SALEM, OREGON



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## **Opportunity Calls**

If Oregon's splendid climate and rare opportunities appeal to vou:

If you are interested in producing these fine fruits in a very large commercial way, or

If you would like to live on a small home tract, co-operating with us in producing and marketing your fruits-investigate this.

PHEASANT FRUIT FARMS COMPANY, INC.

Is owned by five men (Rotarians), they need more capital, and invite a small number of congenial associates to join them in the development of the unplanted portion of their 861 acres.

LOCATION: The property is ideally located 37 miles, 11/2 hours' drive from Portland, Oregon, 3 miles from McMinnville, a fine college town, and less than three hours' drive over good paved and hard-surfaced roads to the Seacoast. Two lines of Electric and

Steam Roads-Southern Pacific operating more than 20 trains a day, pass through the property. It also has two paved State Highways, and is bounded on two sides by a navigable river.

PROPERTY IS PRODUCING Cherries, Loganberries, Peaches, Raspberries, Strawberries and other farm products.

NEW PLANTING. We purpose increasing the Prune plantation to 225 acres this winter, and Loganberries from 60 to 100 acres.

MEN OF EXPERIENCE. The principal owners have had more than 20 years' experience, and are now actively engaged in a very large way in producing, manufacturing and marketing Oregon Fruits and Fruit Products, specializing in prunes and loganberry products. They have demonstrated the fact that scarcely any other fruits produce more certain or more satisfactory profits.

> Reference: Shute Savings Bank, Hillsboro, Oregon; Ladd & Bush Bankers and Capital National Bank, Salem, Oregon; First National Bank, or McMinnville National Bank, McMinnville, Oregon.

For details write to Mr. C. BURLESON, Rotarian, Secretary of the Company, McMinnville, Oregon, or to any of the other four owners as follows:

MALCOLM McDONALD ORENCO, OREGON (Rotarian)

> H. S. GILE SALEM, OREGON (Rotarian)

> W. T. JENKS SALEM, OREGON (Rotarian)

McMINNVILLE, ORE. (Rotarian)

President Oregon Nursery Company, which has been the leading Nursery of the Northwest for more than 20 years.

Founder of H. S. GILE & COMPANY, active dealers in dried fruits for more than 20 years, Organizer of the Willamette Valley Prune Association, operating since 1900. Also largely responsible for the early manufacture and commercial introduction of Loganberry Juice.

Manager of the Willamette Valley Prune Association, Salem, Oregon. Active partner of H. S. GILE & CO., who operate successfully several fruit ranches, also operating extensive dried fruit buying and packing plants at Roseburg and at Newberg, Oregon, Home Office, Salem, Oregon.

Prominent business man of McMinville, Oregon.

## What Happened to Jones?

Jones Was A Busy Man

But Death Overtook Him

He Might Have Been Alive Today

Had He Taken Proper Precautions

Only Four Minutes A YEAR To Be Safe

FRANK G. SOULE, Rotarian President and Founder JONES was a business man—brainy, full of life, and a go-getter—liked by his friends and feared by his business rivals. He worked long hours, but enjoyed it, for he loved his work. Then one day Jones died suddenly.

And Jones was only 42—the victim of his own carelessness, when he should have lived 20 or 30 years longer.

A knowledge of his physical condition—an understanding of the danger signals nature set up for him—and Jones would have been alive today—saved for his business, his family, and himself.

It is to meet the needs of just such men as Jones—men who work hard mentally, eat heartily, and exercise insufficiently that the plan of THE NATIONAL BUREAU OF ANALYSIS has been developed.

This plan takes but four minutes of your time a year, costs less than the price of two good cigars a week, keeps you constantly informed of your physical condition, tells you what you should eat, drink and do to be physically fit. Isn't it worth your while to know about this plan? THINK IT OVER.

WRITE TODAY FOR OUR FREE BOOKLET "Why People Die Too Young"

Today thousands of America's foremost business men are using THE NATIONAL BUREAU OF ANALYSIS "Stay-Well Service." For many of them it has doubtless been the means of

many of them it has doubtless been the means of lengthening their lives from ten to twenty years. Without any obligation on your part, we will gladly send you our interesting little booklet explaining this plan fully.

Over 300 Rotarians subscribe to this service—names furnished on request

## The National Bureau of Analysis

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REPUBLIC BUILDING

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# Since the Edinburgh Convention

You will be more interested than ever in British Rotary Keep Yourself in Touch by Reading

## "THE ROTARY WHEEL"

The Magazine of the 24th District
Subscription Two Dollars and a Half a year
Commencing Any Time

Send your name and address and two dollars and a half to Frank R. Jennings, I. A. of R. C., 910 Michigan Ave., Chicago, Ill. He will forward them. Make checks payable to Frank R. Jennings.

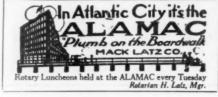
By placing your advertisement in "The Rotary Wheel," you will appeal directly to 2,500 of the leading British and Irish manufacturers, jobbers, retailers. You could not choose a better medium. Rates moderate. Obtainable from Frank R. Jennings (address as above) or direct from Vivian Carter, Sec'y British Association of Rotary Clubs, Effingham House, Arundel St. Strand, London, W. C. England.

Joliet, Ill.

## Woodruff Inn

ROBER's F. McROBERTS, Mgr., Rotarian

Visiting Rotarians Always Welcome



## Club Notes

(Continued from page 344)

Matanzas, Cuba—The Rotary club is conducting a successful campaign for vaccination against smallpox, and has been carrying on a school for poor children during the past summer.

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Mission, Texas—The Rotary club has established a permanent student loan fund for the purpose of sending a boy to college every year. The loan consists of \$350 per annum as follows: \$150 in September, \$100 in January and \$100 on March 1. The boy is to give a note without interest, which note is to be held by the Rotary club as a moral obligation. The loan is to be repaid the first year the boy drops out of school. He must be a graduate of the Mission High School, he must pursue a course of study approved by the board of directors of the club, and his term and annual reports from the registrar of the college must be forwarded to the directors of the club. The boy selected must be of good moral character, unquestioned integrity, good habits, and must possess the capacity for development into a broad field of service. This loan fund is to be known as the Loan Fund of the Mission Rotary club and is to become a permanent

Tokyo, Japan—The Rotary club has been honored by the selection of three of its members as delegates to the United States to represent Japan on the Japanese Trade Delegation and the Disarmament Conference. The members thus honored are: Rotarians U. Yoneyama, E. Fukai, and Z. Horikoshi. Rotarian Yoneyama is president of the Rotary club and Headquarters office recently had the pleasure of a visit from him while in Chicago on his way to Washington.

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Brenham, Texas—For years the athletic activities of Blinn Memorial College have been hampered by lack of funds. The Rotary club, seeing the need, acted as solicitors and collected from among its members and other business men and citizens of Brenham, \$502 for the purpose of assisting in the encouragement and developing of athletics at the college.

Dallas, Texas—Rotarian Don Sterling conceived the idea of presenting an imaginary meeting of the "Bingville Rotary Club" and concocted what he believed would approximate the proceedings of a

small-town club-of an imaginary Rotary club in a town which would be considered entirely too small for a Rotary club. The need of a new town pump was the big political issue at the meeting of the Bingville Rotary Club, which met with the Dallas Rotarians at one of the Dallas club's regular meetings (certain Dallas Rotarians taking the part of Bingville members). Hi Jones, general merchandise store manager and postmaster of Bingville launched the argument in favor of a new pump for the town and declared that all members should stand behind him in the matter of progressiveness for which the Bingville Rotarians were famous. Other arguments against a new pump for the town developed into personalities in which several members of the club accused each other of various offenses. The members of "Bingville Rotary" were dressed in typical costumes and sat around the luncheon table, continuing a discussion of first one matter and then another. concerning their own welfare and that of the city of Bingville. Rotarians before whom the program was given considered it one of the best affairs ever given at any of the club luncheons. Some of the characters played by the Dallas Rotarians were: Sam K. Pennybacker, president of the club, town banker, county commissioner, village president of the school board, deacon in a local church; Hi Jones, general merchandise store and postmaster; Barney Google, Bingville racket store; Doc Pillyard, Bingville family doctor; Doc Soakhorse, veterinary; Art Whiffleberry, Star Drug Store; Slick Harrison, Elite barber shop and pool hall; Linius Tillyet, town marshal.

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Gainesville, Florida—The Rotary club recently held a "smoker" for the freshman class of the state university. The object was better acquaintance and mutual helpfulness, and President Fletcher Burnett of the Gainesville Rotary club referred to the fact that the staidlooking Rotarians were just grown up "boys" who had spent a few more years in the school of experience than their guests and assured the freshmen that they would find every one of the Rotarians a cordial comrade. He told the students of Rotary's motto and assured the freshmen that these men were their friends and desired to be a helpful influence to them during their college days. The program of stunts, handled by President Jones, of the freshman class, kept every moment filled with enjoyment. After the Rotarians had been ordered to remove their coats and proceed to the



# Christmas Gift of All

There should be music in your home this Christmas-music for the kiddies-music for the grownups - music for your guests. Music is the foremost form of entertainment - an important part of education—the center point of home entertainment.

## The MATCHLESS MILTON PIANO

will bring music into your home in its highest form. Renowned musicians have pronounced the tone of these instruments as perfect. And, today, in over 125,000 great American homes the MATCHLESS MILTON is giving all the satisfaction, all the instruction, all the entertainment that good music makes possible.

Milton dealers everywhere are making special displays of holiday instruments. Now is the time to select your piano. Arrange to visit the dealer nearest you. See the beautiful Milton models. Hear their magnificent tone. And find out for vourself how little it will cost you to place the MATCHLESS MILTON and good music in your home for the holidays.

> We will on request be pleased to send a catalog and also the dealer's name where Milton pianos may be seen



Milton Piano Company 542 West 36th Street New York



#### ROTARIANS-note this PARIS address: **Grand Hotel du Pavillon**

36 Rue de l'Echiquier, PARIS

Center of Paris. 50 yards from Boulevards 200 rooms with hot and cold water. 50 private bathrooms Business offices and show rooms Cable Address: Pavilotel Paris

Paris Retary Club's Headquarters . Visiting Retarians Welcomo A. CHARLEY WACHTER, Manager

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Why Burbank, the Edison of Agriculture, said: "Paper Shell Pecans of the improved varieties are the most delicious, as well as the most nutritious, nuts in the world. They are higher in food value than any other nuts, either native or patrician pecans PATRICIAN PECANS
The Pinnacle of Pecan Perfection
"Patrician Pecans are the finest
nuts I ever saw," says Dr. J. H.
Kellogs, head of the famous Battle Creek Sanitarium.
The illustration below shows the
large size of these deluxe pecans—
the choicest of the fine, big, thinshell pecans, superior in size,
quality and flavor. Large, luscious
kernels, easily removed whole.
Send me \$1.50 today
and I will send you postpaid a
beautiful 12-0z. Gift Box of Patrician Pecans, fresh from the
orchard.

Why volume 54, page 1101, of the Congressional Record says: "Pecan production is destined to be one of the most important lines of orchard development in the United States."

Why, on page 1478 of the same volume, it adds regarding pecan orcharding: "We are building an industry which, for generations, should yield its bountiful crops of delicious food and bring mils of dollars to our citizens."

Why Mr. Burbank, the Edison of Agriculture, said:
"The longevity of the pecan orchard and its immense earning
power make if one of the most profitable and permanent of

Why E. Lee Worsham, famous entomologist, said: "The pecan growers of South Georgia have the finest horticultural proposition in the United States."

Do you want to know how you can share in this big opportunity—how prompt action assures you acre-units in our limited offering of

Certified Established Orchards, 3 Yrs. hastening by three years your profitable crops of pecans? You can buy these established acre-units, each containing 20 trees of finest standard varieties, at a \$25 saving per unit—on easy deferred payments—if you act promptly. CLIP THAT COUPON—get our

Free Book, "PAPER SHELL PECANS"

illustrated with trees of various ages on our planta-tions. Tells how we establish your orchard for you, caring for, fertilizing and cultivating the trees, turn-ing over a thrifty, growing orchard. Makes clear the plan by which your orchards are full paid in case of death.

Answers your every question—proves its every point by best authorities. Get it today—save \$25, gain three years.

ELAM G. HESS, KEYSTONE PECAN CO., Inc. Box 415, MANHEIM, Lancaster Co., PA.

Reference: Keyssone National Bank, Manheim, Pa.

trician Pecans, trem orchard.
Guarantee—Eat six at my risk; if Guarantee—Eat six at my risk; if dissatisfied return the balance within ten days and get your \$1.50 back. I could not make this offer if the se were not the choicest of the fine, big.

front of the stage, the initiatory rites of the "Ifeltabelt" society were administered to them. In quick succession the "Rotes" were introduced to the rotating wallops of a "keen kutter" belt wielded by a husky freshie. Each "Rote" was singled out for some special act of heroism to prove his mettle as a full-fledged "Ifeltabelt." Green caps were even furnished and everybody ordered to put on the royal insignia.

There was a serious part to the program during which Rotarian G. H. Cairns gave a splendid talk on "Rotary and What It Stands For," and emphasized to the freshmen the principles and ethics and fellowship of Rotary and that while "play" has its part in Rotary it is only incidental to the bigger and finer things.

Bethlehem, Pennsylvania - The Rotary Club recently entertained the graduating nurses from St. Luke's Hospital. Inasmuch as there are seven bachelors among the club membership and there were fourteen attractive nurses, it was the duty of each bachelor to entertain two nurses, and the other fellows say that judging from the bachelors' ambition to serve, it must have been a very pleasant duty. Corsage bouquets and clinical thermometers were given the nurses as graduation gifts from the Rotary Club.

Melbourne, Australia-Work among boys is receiving the attention of the members of the Melbourne club. At a recent meeting, devoted to a consideration of the local boy problem, it was decided that a small committee be created to make a complete survey of Melbourne and surrounding districts in order that accurate information might be obtained as to the work that is already being done in connection with boys work, and that this committee be empowered to employ needed help for whatever secretarial work might be necessary.

Mexico City, Mexico-The month of September was set aside for the Centennial celebration of Mexico, and the various colonies participated in this celebration each in its own peculiar way, the English and Spanish colonies giving very elaborate balls, the Chinese colony presenting the city with a beautiful out-door clock, the Syrian colony giving street-lighting candelabras in the section of the city where their business houses are located. The American colony wished to do something that would demonstrate the true American viewpoint, and in a mass meeting of the entire colony, decided

to donate and equip a playground for the poor children of the City of The apparatus was ordered Mexico. The apparatus was ordered from St. Louis, U. S. A., and in just five weeks from the date the de-cision was made, the land was secured, suitably fenced, the ground graded, and the apparatus placed in position. The committee which had charge of this work was almost exclusively made up of Rotarians, although each of these represented a different body in the American colony of international clubs or bodies. Twenty thousand pesos were spent on this work, which included all expenses and the employment of an expert playground superintendent to the end of this year. As the maintenance of the playground after that time will amount to at least a thousand pesos a month, it has been virtually decided to distribute future care of it through a truly international body, and as the Rotary club felt that their organization, perhaps better than any other in the City of Mexico, could be a truly international one, it decided to take the initiative in this matter. Although every member of the club contributed toward the playground, the club as a body contributed a thousand pesos toward this worthy cause. The Rotary club of Mexico City is taking an exceedingly active interest in civic and national matters in Mexico and by so doing is proving that they are a truly Mexican organization, even though the club is composed of many nationalities.

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Nashville, Tennessee-The members of all nearby Rotary clubs and their wives, were recently invited by the local Rotary club to be their guests for a whole day. About 150 were able to be present at this get-together meeting. The party was met at the station and taken to the Chamber of Commerce for breakfast. Afterward they enjoyed a visit to "The Hermitage," the home of the former United States president, Andrew Jackson. The party then visited Jacksonville, known locally as the "Powder Plant," for it was here that the U. S government in about four months' time converted the farms occupying a bend in the Cumberland River, into a manufacturing city with a daily capacity of over one million pounds of powder. The guests were shown the sights of the city, and were served an excellent luncheon, which was followed by a regular Rotary meeting. After interesting speeches by Governor Graham Hall and visiting Rotarians, the meeting adjourned to the auditorium, where amateur vaudeville, music, and dancing were enjoyed. As the hour approached for the eighteen-mile

drive back to Nashville, it was voted "the end of a perfect day."

Ponce, Porto Rico-The Rotary Club is heartily backing the women missionaries in their local work and the members are always ready to help. There is a Rotary club committee on the day nursery of which Mr. Torro is president, and Dr. Pietri has assumed care of the physical condition of the children. A committee of women has been appointed for other practical work, and a nurse to take care of the babies has been employed. Kindergarten and school work are included in the plans. Financially the club has \$23,000 in the bank toward a nursery building, and the architect is drawing plans upon which to estimate the full cost.

Chatham, Ontario, Canada—The members of this new Rotary club evidently have a good understanding of the fundamentals of Rotary. They say that Rotary is "like unto no other activity that we have been connected with heretofore. Rotary has been sold in no uncertain way to the nucleus of what we hope will be a creditable addition to the Rotary organization." Here's our best wishes to you, fellows, may the Rotary Club of Chatham live long and prosper!

Waxahachie, Texas-At a recent meeting, which was to be devoted to a discussion of the advantages of maintaining county fairs, one of the items on the program was the typical county fair stunt of pitching balls into jars with kewpie dolls as premiums, A dozen crockery jars were roped into a small group and the ball tossers made efforts to capture the prizes. A tie between two contestants caused considerable excitement, and there was much good-natured "kidding" when the booby prize was presented. Closing this program, which was suggestive throughout of fairground features, one of the members addressed the club on the "Importance of the County Fair."

Cairo, Illinois-Cairo was the scene of an inter-city meet recently, participated in by ten clubs from four states. They came from Tennessee, Missouri, Kentucky and from up-state Illinois-a joyful, happy bunch of fellows, all determined to add to the success of this, the maiden effort on the part of Cairo The festivities began at Rotary. ten o'clock in the morning when Rotarian Mayor Walter Wood opened wide the City's Gates and for the time

(Continued on page 357)

New Hotel, Michigan City, Ind.



## Another 'live Town Gets a 'live Hotel!

Here's a 'live town for you; Michigan City, Indiana.

Their greatest need was for a new and modern hotel, so they set about in the right way to get it.

They called Rotarian Hockenbury!

and in six days' intensive effort, \$330,000 in common stock was sold—to reach a goal of \$250,000.

Of course Michigan City is pleased!

Of course they're enthusiastic

Of course they're ardent boosters for The Hockenbury Service!

Now then, Rotarians all over the country are on their toes to see that THEIR city's needs are promptly met.

Is it a New Hotel for YOUR town?

Then read "Financing Your City's New Hotel"—there's a new edition just off the press. Your copy is waiting!

Rotarian E. J. Hockenbury President and General Manager

Established 1911 Incorporated 1920 The Established 1911
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System Incorporated 3rd & Locust Sts., Harrisburg, Penna.



## "Dedication to Service"

Rotarian Roger Noble Burnham, Sculptor

You should have one of these in your office and in your home as a constant inspiration and reminder to yourself and your associates of the true happiness to be found in Service as a business proposition and as a personal expression. You can share your pleasure with your friends by sending them copies at this Season of loving gifts.

In durable metal, bronze, silver or white finish, 9 inches high, \$10, delivered

THE ROXOR STUDIOS
219 Fisher Building, CHICAGO

The original is now on exhibition at the Chicago Art Institute.



The Rotary Hotel of Delightful Miami, Florida—

land of perpetual Summer. The Rotary Club meets on the South Veranda every Thursday—visiting Rotarians welcome.

W. N. Urmey, Pres., Rotarian

GOLD FISH imported Japanese, Chinese and American specimens. Aquarium plants, casties, globes and supplies. We manufacture artistic aquariums suitable for beautiful homes, conservatories or the lawn. ILLUSTRATED CIRCULAR.

PIONEER GOLD FISH HATCHERY

# COMPETITION IN ATTENDANCE

by Richard M. McClure

#### GOING UP!

The following is the average percentage of attendance of all Rotary clubs in the United States and Canada:

July ......69.45 September ..72.14 August .....67.58 October ....78.50

WHEN we suggested in the attendance chatter column last month that Rotary was going to do considerably better in October, little did we dream that the average percentage would jump from 72.14 in September to 78.50 in October—an increase of 6.36. Incidentally, it is an increase of 6.11 over October of 1920

Rotary's high mark for attendance —80.33 per cent, attained for the month of March, 1921, is but 1.83 per cent higher than our October average. Rotary, with a little more than a week's leeway—at least one more meeting by practically all clubs, certainly can touch the 80 per cent mark for November. Let's go!

There are many surprises in the October figures. Several of the larger clubs have "jumped in" the attendance contest with the fighting spirit that wins. Rochester, Philadelphia, and Memphis all exerted themselves enough to climb out of the Lowest Five section in Division A. Rochester after three months in this position and Memphis, with but one appearance there, both succeeded in digging their way out. Philadelphia, despite an increase of nearly 10 per cent, was caught on the second step from the top. The top notchers in Division A averaged about the same as last month although the clubs farther down in the list had a much higher percentage. Conditions cited in Division A prevailed pretty much throughout all the other divisions and districts. Elmira for instance, in the Lowest Five during July and threw the throttle open and missed the Highest Ten by a very small margin-in fact by figures carried out to the third decimal place.

Early in the season the New York club challenged the Rotary Club of London to an attendance contest for the months of October, November, and December. This interesting contest is described more in detail in the "Club Notes" section of this number of The Rotarian.

The Fifteenth District whose report was missing last month owing

to the good nature of the Governor in holding the report in an attempt to turn in a 100 per cent report, came back this month not only on time but with a percentage of attendance that took the Fifteenth into the first division with flying colors. District No. 1, last month at the tail end of the procession—as anticipated comes in this month pretty nearly at the head of the second division. An equally successful increase next month or the month following by District No. 1 would be most interesting-especially to the Nineteenth District fellows who, by the way, still continue to lead all the districts and this month they have an exceptionally comfortable "edge" over the nearest competitor-the Twenty-first District.

Failure of several club secretaries to report in the Eleventh District not only pulled this district out of the first division but put the district at the tail end of the Unlucky Thir-

teen.

It was felt last month with twenty-five 100 per cent meetings that Rotary had really done something. In October no less than fifty-four such meetings were held. It is apropos to mention in this connection that Mission, Texas, holder of the world's record for consecutive 100 per cent meetings had their succession of meetings broken during the month. The Mission record now stands at forty-two consecutive 100 per cent meetings-ten months with every member present each week at a Rotary club meeting-either at home or elsewhere. Mission now hopes to break its own record so the fellows have already set out to pass its previous mark. Of their five meetings held in October four were 100 per cent meetings.

## Attendance Record by Districts

FIRST DIVISION-Highest Ten No. of Clubs in District Competing No. of Clubs NOT Reporting Member All Clubs Average ship of ( Avo 19 Joseph A. Caulder
21 Harvey D. Parker
22 Chas. B. Bills...
8 John Turner...
22 Ernest L. Skeel...
17 Ross E. Burns...
16 Luther A. Brewer.
18 George C.
Holmgreen...
1 Alfred H.
Zimmerman.
Joseph Turner... 72.26 49.30 76.42 59.37 92.39 66.27 63.76 89.05 85.49 84.36 84.15 82.60 82.21 81.90 16 26 37 49 25 71 61 0 0 1 0 0 2 0 56 56 0 67.30 81.12 58.10 59.33 57 45 80.34 78.42 0

SECOND DIVISIO	N-	Ur	lucky	Thir	teer
14 Carl Faust	38	0		78.10	
1 R. Downing Paterson	6	0		77.47	6
20 Tom J. Davis	38	0	56.59		28
9 George E. Barnes	32	0	75.31		31
3 Julyle Kinmonth	37	0	85.28		34
13 T. Graham Hall.	21	0	83.15	76.83	20
12 Charles A. Taylor	51	2	66.37	76,67	49
4 Hart I. Seely	45	0	105.10	76.30	42
5 Ed. L. Stock	50	0	71.65	73.40	44
6 Roy Neville	44	1	67.28	73.37	42
10 Robert Patterson.	46	0	89.30	73.30	40
2 Herbert C. Wilson	43	0	75.73	73.23	37
11 Carence H. Wills.	50	6	60.90	67.38	43

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SUMMARY	
Total number of districts reporting	
Number of clubs reporting average per cent of 60 or above	885
Number of clubs reporting average per cent of less than 60	33
Number of competing clubs neglecting to report on time	12
Total number of clubs competing Number of clubs in District 24 (British Isles), District 25 (Cuba), and non-districted clubs	934
(no reports required)	63
November)	997
STANDING OF CLUBS IN	

ATTENDANCE FOR MONTH OF OCTOBER, 1921 Division A-A—Clubs with membership of 300 or

Division A-A—Clubs with hierarchies of and 300 members.
Division B—Clubs having between 100 and 200 members.
Division C—Clubs having between 50 and 100 members.
Division D—Clubs having less than 50 members.
DIVISION A-A—11 Clubs

Name of Club	Membership	Number of Meetings	Average Per cent
Toronto, Ont	[350.00]	4	85.14
Kansas City Mo	315.00	4	78.25
Portland, Ore	308.75	4	71.24
Buffalo, N. Y	542.00	4	68.49
Detroit, Mich	320.00	4	62.74
Chicago, Ill	360.00	4	62.22
Brooklyn, N. Y	407.00	4	61.90
New York, N. Y	497.00	5	58.00
Cleveland, Ohio	372.00	4	58.00
Cincinnati, Ohio	424.00	4	54.00
Commune M V	241 00	A	50 05

## DIVISION A-36 Clubs HIGHEST TEN

LOWEST FIVE					
Lincoln, Neb	220.00	4	72.00		
Oklahoma City, Okla	200.00	4	79.50		
Winnipeg, Man	230.25	4	80.03		
San Francisco, Cal	291.00	4	80.24		
St. Louis, Mo	261.00	4	80.46		
Indianapolis, Ind	297.75	4	80.95		
Sacramento, Cal	203.75	4	84.65		
San Antonio, Texas		4	85.93		
Oakland, Cal	224.50	4	87.95		
Seattle, Wash	[292.00]	4	88.69		

Omaha, Neb	1215.00	4	63.70
Philadelphia, Pa	288.00	5	63.54
	247.00	4	61.66
Boston, Mass	269.00	3	60.64
<sup>2</sup> Baltimore, Md	221.50	4	58.69

## DIVISION B-122 Clubs HIGHEST TEN

Davenport, Iowa'	1160.401	5	1 96.50
Bellingham, Wash	118.00	5	93.56
Phoenix, Ariz	111.75	4	91.50
Newark, N. J	186.00	4	88.00
Calgary, Alberta	142.00	4	87.85
Muskogee, Okla	154.00	4	87.82
San Diego, Cal	155.00	4	87.25
Springfield, Mo	108.25	4	87.06
Niagara Falls, N. Y	144.00	4	86.45
Watertown, N. Y	116.00	4	86.20
LOWEST			

Augusta, Me	[111.00]	2	56.75
		4	55.00
	181.00	4	53.00
Hamilton, Ohio	104.00	3	52.00
Hartford, Conn	108.00	5	44.61

## DIVISION C-309 Clubs

nighesi	I E14		
Sayre, Pa	[55.50]	4	97.72
Marshall, Texas	56.25	4	97.33
Butler, Pa	52.60	5	96.20
Santa Ana, Cal	50.00	4	96.00
Harrisburg, Ill.	58.00	5	95.86
Hastings, Mich	50.60	5	94.86
Pueblo, Col	54.60	5	94.51
Grand Junction, Colo	51.50	4	94.17
Santa Barbara, Cal	77.75	4	93.56
Boelenless C-1	0.4 0.0	A	09 94

#### LOWEST FIVE

Newport, Ky	160.001	4	1 51.66
Pottsville, Pa	61.00	3	49.18
Bronx, N. Y	70.00	4	44.00
<sup>2</sup> Sandusky, Ohio	81.00	4	42.00
Baton Rouge, La	73.00	2	41.09

#### DIVISION D-455 Clubs HIGHEST TEN

McAllen, Texas	[29.25]	4	1100.00
<sup>4</sup> Mission, Texas	31.00	- 5	99.3
Clear Lake, Iowa	26.00	4	99.00
Pomona, Cal	27.25	4	98.14
Eagle Grove, Iowa	25.50	4	98.04
Chickasha, Okla	36.75	4	97.93
Athens, Pa	35.50	4	97.14
Daytona, Fa	20.50	4	97.50
Bridgeton, N. J	17.50	4	97.03
<sup>2</sup> Andalusia, Ala	28.50	4	96.49

#### LOWEST FIVE

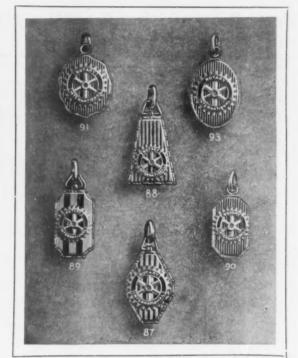
Waynesboro, Pa	[33.00]	3	1 58.58
Three Rivers, Que	23.00	4	57.82
Washington, N. C	32.00	2	57.81
Long Island City, N. Y	38.30	3	57.30
Falls City, Neb	36.00	3	1 50.92
and a second	-		AND DESCRIPTIONS OF THE PARTY.

Clubs having, regularly, less than four meetings per month and getting honorable mention for the percentage attained.

#### DIVISION A

Wichita, Kan	201.50	2	80.63
DIVISIO	NB		
'Roanoke, Va Tampa, Fa Savannah, Ga	116.50 121.00 126.00	3 3	91.40 88.50 86.60
DIVISIO	NC		
Newton, Kan	57.00	2	93.74
DIVISIO	N D		
McPherson, Kan	43.00	2	197.67

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Your

Rotary

Men

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attractive combination of green gold and 18 Kt. Belais white gold. The Emblem is enameled in Rotary Blue.	90	9.50	12.00
	91	10.00	13.50
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	93	11.50	15.00

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## Making Good In Business

A REVIEW

"Making Good In Business"; by Roger W. Babson; with an introduction by Paul P. Harris, President Emeritus, International Rotary.. Fleming H. Revell Co., Chicago and New York, 1921. Pp. 175.

So much bad and indifferent literature is being placed in the hands of those who are "working their way up" in the trades and professions, and there are so many sources and courses (correspondence, etc.) from which the enterprising young man can secure "How to Be a Success" literature, that it is really refreshing to have available a compact little book of 175 pages that has between its covers much good material that will be both an aid and an inspiration to the young man who is struggling to

Paul Harris has written an excellent introduction, from which the

following is an extract:

"Mr. Babson indulges in no idle phrases. Every paragraph and every sentence has its meaning and its purpose. There is nothing vague or abstract about his philosophy. It is direct, practical, concrete. It revives our faith in the good oldfashioned precepts which in our heart of hearts we know must be kept alive, and it stimulates our courage to go forth and fight the battle of everyday life with new hope and with clearer vision . . ."

The book has been written as the result of the author's personal experience in business, extending over a period of some twenty years. His work has brought him into contact with many of America's living captains of industry and as the result of his close study of these men who have been successful, Mr. Babson has evolved what he calls his "Six I's" of success. These fundamental requisites he has set down as: Industry; Integrity; Intelligence; Initiative; Intensity; Inspiration. The author points out some of the avenues through which these "six I's" can be developed. One of the interesting and helpful chapters in the volume is devoted to woman's part in the great scheme of life either as a successful business woman or as a successful wife.

The author has written a book which will supply a great deficiency in business literature today-a book that will be especialy valuable to the climbing young business or professional man or to that army of clerks and office help to which an inspiring volume containing practical "hints to success", will be a friend indeed.

## Personal Security

(Continued from page 314)

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"I want to increase my stock so that I can compete with the other stores," he said.

He knew that he was not making much of an impression. Cyrus Anthony waved his hand a little impatiently and looked round at his fellow committee members.

I take it that the Citizen's Bank isn't in the mercantile business," he announced aggressively; "and a run-down retail store does not appeal to me as the best kind of security."

No one replied to this observation. Mr. Lathrop looked at Henry as if to tell him there was no use in staying longer.

At that moment the office door opened and a man came bustling in, beginning to speak before he fairly got into the room.

"Sorry to have been late," he said briskly, taking his seat at the table. "but I had a lot of things to attend to and got delayed. What's the business before the loan committee this

Henry had started to get up from his chair, but Mr. Lathrop motioned him to wait.

"That is Mr. Wheeler, one of our big stockholders," he whispered. "Don't go for a few minutes."

Henry looked at the newcomer; he recognized him as the same fussy old gentleman whose watch he had worked on late the night before so

as to have it ready when promised. "What's the business before the committee," demanded Mr. Wheeler again. "Let's get at it. I want to get away as soon as possible."

Old Cyrus Anthony spoke up.
"This young man here," he said
pointing at Henry fretfully, "has been taking up our time in asking us to loan him five thousand dollars."

Mr. Wheeler peered curiously at Henry over his eye glasses.

"That's my young jeweler friend, isn't it?" he said interestedly. "He has just got through fixing my watch,"

Mr. Wheeler seemed to forget that he was in a hurry; he pulled the timepiece out of his pocket and compared it with the big clock on the wall, showing it proudly to the man sitting next to him and calling attention to the fact that it was just on time. He told the number of jewels there were in it, just how long he had owned the watch and how many times he had broken the crystal. Henry sensed that Mr. Wheeler was a very prosperous person from the respectful way the

others listened to his talk of purely personal affairs. Finally Mr. Wheeler came back to the business

"What have you done about the young man's application?" he asked. "Did you let him have the money?"

"We did not," said old Cyrus Anthony briefly. "He's got nothing to put up as collateral."

"He might be a good risk just the me," said Mr. Wheeler argumensame.' tatively.

Cyrus Anthony was nearly as well rated as Mr. Wheeler; he was the only one who had showed any impatience while the latter had taken up the time of the committee in telling the history of his gold watch.
"It is not the policy of this bank,"

said Cyrus Anthony aggressively, "to take risks of any kind."

A moment later he wished he had not said it. Mr. Wheeler jumped to his feet and spoke back at him sarcastically.

"Yes, I remember distinctly, Mr. Anthony," he said, "that you said we weren't taking any risk when we advanced forty thousand dollars to the Acme Automobile outfit and took a bunch of their customers' notes as security. I believe we realized sixty cents on the dollar, didn't

Henry noticed that there was an uneasy shuffling about the table at this uncovering of an old sore.

"You knew those Acme Automobile fellows were running round blowing in their money extrava-gantly and tending to their business about half the time," Mr. Wheeler went on relentlessly, "but you thought you weren't taking any risk because they handed you over a lot of notes as security.'

"We went over those notes carefully,—" began Cyrus Anthony.
"Yes we did and got stung on them, too," interrupted Mr. Wheeler irritably. "We looked at the collateral instead of the men behind it. The men were loafers and spendthrifts."

He went to the end of the table and stood behind Henry Willett.

"I don't know a thing about this young man," he said, "except that he is willing to work and he keeps his word. He promised me yesterday that he would have my watch fixed by ten o'clock this morning and he did it. He had to work part of the night to make good. Personally, I think that a man who is willing to work is better collateral than a lot of other stuff that we sometimes accept as security.

Old man Cyrus Anthony struggled to his feet still red faced at the

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allusion to the unfortunate automobile notes.

'That sounds all right," he said severely, "but we don't know anything about this young man who suddenly comes in here and asks us to trust him with five thousand dollars. Who is he anyway?"

Mr. Lathrop, the cashier, spoke

up for the first time.

"Mr. Willett is one of our regular depositors," he said, "as was his father before his death. He has a small business, but the moral risk is all right."

Old Mr. Wheeler could never stay quiet long at any time; now he was bursting with excitement, walking up and down the room, pulling at his gray vest and clearing his throat to dash into the conversation at the first opening.

"Didn't I tell you?" he cried shrilly. "A man who will work is always a good moral risk. He doesn't have time to get into trouble."

He turned to the cashier abruptly. "Look here, Lathrop," he said, "you remember last week dragged me to a meeting of that Rotary club you're always bragging about. There was a lot of talk about helping the young man. I got interested in it myself. Assisting worthy young men to get on their feet so they can become solid, responsible citizens is about the best thing we can do to help our country. If you believe this boy is all right, I'm for letting him have the money."

Cyrus Anthony felt that he was being ignored too long. He glared across the table at Henry.

"When would you expect to pay off such a loan?" he demanded.

Henry had got over some of his scared feeling and was able to speak a little more convincingly.

"I'm sure I could pay a couple of hundred dollars every month," he said. "At that rate I could be out of debt in about two years.'

Mr. Wheeler seemed to take this speech as a personal triumph. He turned to the men sitting about the table, shaking his finger at them exultantly.

"Did you hear that?" he cried. "Did you hear him say it would take him two years to pay it? If he was a crook he would promise

to pay it in about two months! 1 told you that a man who is willing to work nights to keep his promise is all right!"

At the end of this speech he grabbed Henry by the shoulders and

pulled him to his feet.

"I move that we make the loan," he said, "and accept this young man as security." He whacked Henry on the back to show what he meant,

The motion was passed, even old man Cyrus Anthony voting a sulky

affirmative.

Henry, still standing, wondered if he was expected to make a speech; he had a sense that he should cry like a little boy if he tried it. He had a blessed feeling of relief when Mr. Lathrop jogged him on the arm and told him to come along.

The rest was absurdedly simple Mr. Lathrop filled out a note and Henry signed it. The paper was passed through the receiving teller's window and in two minutes Henry had in his hand a brand new bank book showing a deposit to his credit of five thousand dollars.

On the way back to his store Henry certainly did not act like a dignified business man. Twice he broke into a run and then hauled himself up suddenly, remembering that he was on the public streets. He whistled the same tune over and over, having no idea that he was whistling at all. At least twice in each block he stopped to open the bank book and look to see if the figures were still there.

He walked into his own place of business with a different feeling than he had ever had before. He had left it an hour previously with an oppressing sense of his inadequacy; he came back confident and masterful. Mrs. Willett knew at a glance that he had been successful.

He had thought as he came up the street how he would casually lay the new bank book before his mother and astonish her with the proof of his success. But the plan did not work out. When he looked into her face his voice was as hard to manage as it had been before the distrustful eyes of the men in the board room of the Citizen's Bank.

"I guess, mother," was all he could manage to say, "that it pays to keep your promise no matter how hard you have to work to do it.



## Carrying Rotary to Australasia

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(Concluded from page 327.)

up certain statements I had made about the fair province of Alberta, which he was to see for the first time. statements that I had made quite freely on the assumption that he was going through on the night train. With remorse gnawing at my vitals, I took back all the unkind things I had said about Nova Scotia, and bade farewell with great regret to Layton and his charming wife, two of the best Rotarians that ever lived.

We went to Australia naturally strong advocates of Rotary. We returned quite inspired by what we had learned there of its true worth. We doubt if Rotary was ever subjected to a greater test. With no previous knowledge of the movement, with no pressure from friends already members, as occurs in countries where Rotary is established—therefore with no special desire to give it welcome, Rotary was placed by us before one hundred and fifty of the leading men in these two lands and not found wanting. Of the above number personally interviewed-and practically no appointment was made for less than an hour and in many cases several hours were devoted to the story only four of those solicited failed to enter. Every conceivable question was asked; Rotary was dissected and its every part minutely examined. Conclusions incorrectly formed had to be dispelled—and Rotary had been reported to be everything from a drinking club to a secret agency of the prohibition party.
From the time that that prince

of real fellows, Paul Harris, first conceived the idea down to the present, Rotary has had literally thousands of the best minds at work to make it what it is today. How well they have succeeded is evidenced by the fact that no questions could be asked about Rotary that could not be answered to the satisfaction of these very keen and alert men of big affairs in Australia and New Zealand. I am positive in no other organization could we have interested the same type of men. What a great tribute to Rotary!

EDITOR'S NOTE—This is the last of the two articles by Rotarian James W. Davidson describing the work of the two special commissioners in organizing Rotary clubs in Australia and New Zealand.

R

There are two things that men should never weary of, goodness and will half it would never weary of, goodness and will half it would not among the world and among the world and among the world never among the world never a world never among the world never the world n tions-all through is the project is the state of the stat

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## The APOLLO Reproducing PIANO

is the Combined Genius of the World's Great Pianists

The Apollo Reproducing Piano has, within itself, the power to reproduce, without the slightest deviation in touch, tone or interpretation, the exact playing of any of the world's great pianists. Thus, the Apollo brings to your home the sum total of all pianistic genius.

#### The Apollo IS Paderewski



Paderewski – his fire, his deli-cacy, his brilliance; all the po-etic fervor which his genius alone can call forth to stir the emotions: these are preserved in minutest detail in Apollo re-productions. You hear and recognize Paderewski.

#### The Apollo IS Hoffman

Hoffman — master of fluent technique; restrained and logical in interpretation; those who are familiar with Hoffman's playing, recognize his renditions at once on the Apollo, so perfectly are these revealing characteristics reproduced.



#### The Apollo IS Bauer



Bauer — his virile touch, his broad emotional style, his sym-pathetic interpretations: these characterize the Bauer of the concert stage and, as truly, the Bauer of the Apollo. His very soul animates his pianistic re-

#### The Apollo IS Gabrilowitsch

Gabrilowitach—combines in his art. \*\*Po lyric and the dramatic. However the soul of tonal beauty into simple melodies and draws forth torrents of emotion from the epic literature of music. Not a trace of his pianistic poetry is lost upon the Apollo.





The Apollo brings the genius of the master pianists within reach of millions who may seldom or never have the opportunity of hearing them in person.

## How This Is Accomplished

Understanding the method, one is quickly convinced that exact pianistic reproduction is attained. A pianist, playing a special recording piano, records his individual rendition upon a music roll which catches every characteristic of touch, every variation of tone and expression. The Apollo mechanism, having within itself the power to match the touch of any human fingers, responds to this personally recorded roll and repeats exactly the artist's original performance

#### Foot-Power Upright

In several styles at lowest prices consistent with utmost quality. Has Metronomic Spring Motor which propels the roll; pumping only plays the music. Thus even tempo is assured and easier pumping. Rolls rewound without use of pedal.



## Catalog on Request

Booklets describing the various styles of the Apollo and giving important FACTS of great value to those consider-ing the purchase of a reproducing piano, player piano or piano will be sent without obligation on request.

#### THE APOLLO PIANO COMPANY Department 1839, De Kalb, Illinois

Pacific Coast Branch: 985 Market St., San Francisco

Apollo Piano Co., Dept. 1839, De Kalb, Ill. Without obligation, send me your Apollo catalog. I would like information, particularly on the following, as checked:

Grand Piano Grand Reproducing Piano Upright Piano Pot Pedal Player Piano Upright Reproducing Piano Installation of Reproducing Action in my piano

E. S. RAUWORTH, President (Rotarian)



STOMACH TROUBLE
CHARLES AND A SEND POSTCART OF Free BOOKlet—
CHARLES AND A SEND POSTCART OF FREE CHRISTIAN.
DEL 2212, BROADWAY AT 71ST STREET, NEW YORK



#### Depositary of I. A. of R. C.

Our organization offers banking services, widely different in character, but all expressive of the Spirit of Rotary. Whether you require a commercial or savings account, investment, trust or fiscal agency facilities, you will find them at the

#### UNION TRUST COMPANY

Madison and Dearborn Sts., Chicago Rufus F. Chapin, Rotarian, Vice President & Secretary

## Our Organization Is Founded On Rotary Principles

It practices the Golden Rule; values Friendship above all other achievements; and constantly strives to lend a helping hand to all buyers of lumber.



## Southern Pine

is recognized the world over as the best building material. The best Southern Pine lumber and structural material you ever saw is manufactured at Orange.

No matter where you are located or what you need in Southern Pine, send your orders to "Lutcher-Orange." You are assured a square deal.

## The Lutcher & Moore Lumber Company

H. J. LUTCHER STARK, Rotarian

ORANGE, TEXAS

## ORANGE

## Hutchison Clubs





HUTCHISON'S triumph in the British Open and his deadly tournament play in general are due largely to his uncanny accuracy with his rib-faced mashie and mashie niblick. Burke has secured the right to reproduce these clubs in Monel (a natural nickel alloy, 67% nickel, 28% copper and 5% other metals—produced by The International Nickel Company) and here they are,—ready to help golfers execute the game's most difficult shot,—the approach.

Monel clubs never lose that perfect

balance. They never rust and require only buffing to remove accumulated grass and dirt,—never the balance-destroying abrasion of the emery wheel.

THE BURKE GOLF COMPANY

NEWARK, OHIO
Are sole distributors of Monel golf club heads



## Rotary Wheel, \$4.50

in diameter, in Rotary Colors: Gold and Royal Blue

For expert DECORATING and successful EXPOSITION MAN-AGEMENT wire or write for estimate

Gatherings and functions of all kindsfar or near, large or small, it makes no difference

Geo. E. Fern

ROTARIAN 1252-1254 Elm St., Cincinnati, Ohio Official Cincinnati Rotary Decorator



**Official** Rotary Flags Our Specialty

U. S. Flags-All Sizes-Qualities and Prices. Badges and Banners.

Send for catalogue

GEO. LAUTERER CO. 222 W. Madison St., Chicago, U. S. A.

Christmas Suggestion

## Speeding-Up Business Prosperity

(Concluded from page 331.)

the advantages of "team work," a big progressive job would have been done. He was right.

"We need team work now, as never before, between the fellow in business for himself and the man who toils with his hands," said Rotarian Nordhem, in his conference with Washington officials. "We need to make our men and women look up, not down; gaze forward instead of behind them. We must all do more 'team work' and less 'scheme work'!"

Rotarian Raymond Knoeppel, president of the Rotary Club of New York. called a meeting of the club and told the story and he did it without spread eagle or frills. Every Rotarian present was enthusiastic. New York Rotary discussed how to raise the necessary \$60,000, which is the amount needed for the cost of the posters, shipping expenses, and the incidental campaign expense.

The members of the Poster Advertising Association are donating without cost space for these posters that would cost a commercial advertiser \$1,300,000. There were nearly four hundred members present at the meeting when President Knoeppel presented the plan for consideration. The discussion was brief. First it was decided that the whole task was right and proper, and a timely thing to do; then the "how to do it" was thrown open for discussion. The International Board had heartily approved of the plan but according to custom and precedent could not appeal to Rotary Clubs to furnish the money. Neither could New York Rotary, under existing rules of Rotary, ask other Rotary clubs, as such, to contributeso what were the members of New York Rotary to do? They put it across just as they did many a time in 1917 and 1918. They underwrote the \$60,000! They are confident that voluntary contributions will be forthcoming sufficient to relieve the underwriters of their obligation.

We can only surmise what the effect of this campaign will be in banishing so-called "hard times." Everyone agrees that it is a wonderful contribution to the good will of the world. It is a master effort to break through the clouds, let in the sunshine, rejuvenate trade, improve business conditions-all through improving the gen-

eral state of mind.

## Club Notes

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(Continued from page 349)

being, turned over the proverbial keys of the City to the visitors. The day's program began with a boat ride down the Ohio to Cairo Point, the extreme end of the State, where the waters of the Mississippi and Ohio Rivers meet and mingle, then back up the river, returning to land for an inspection at Cairo's Floating Terminal of the Federal Barge Line, the largest in the world, and the U. S. Government's recognition of Cairo as the head of allyear navigation and the farthest allseason inland port. After dinner was served, there were addresses by Past District Governor E. C. Fisher and present District Governor Charlie Taylor. From ten o'clock in the morning until ten o'clock at night-twelve hours of fun and fellowship! The day was fine, the cause was good, the effort worthyand the result such as to encourage repetition.

Tulsa, Oklahoma-Although boys work is the principal field of civic activity for the Rotary Club of Tulsa, principally evinced in the maintenance of a boys' home where an average of forty homeless boys find refuge-the club also gives attention to work for the betterment of girl life in the community. Just at this time the club is heading a drive in Tulsa to raise \$20,000 for the maintenance of the Salvation Army Girls Boarding Home, where girls of small income or no income at all are welcome and cared for amid proper surroundings. Secretary Ralph Talbot is chairman of the Salvation Army advisory board in charge of the home. More than one-half of this advisory board is com-posed of Rotarians. Last year in a like campaign, members of the Tulsa club raised more than one-half of the \$40,000 collected. They expect to equal their record again this year. In addition to this work for the girls, the club has always turned in the largest number and amount of subscriptions for the Y. W. C. A. since its organization in Tulsa five years ago. The creating of hometown pride among children is considered of paramount importance in the Tulsa club. Each year prizes amounting to over \$2,000 have been offered in the club's city-beautiful contest, open alike to both girls and

Shamokin, Pennsylvania — The Rotary club at one of its regular meetings was host to the surviving

boys. Five hundred girls and a like

number of boys took part in the con-

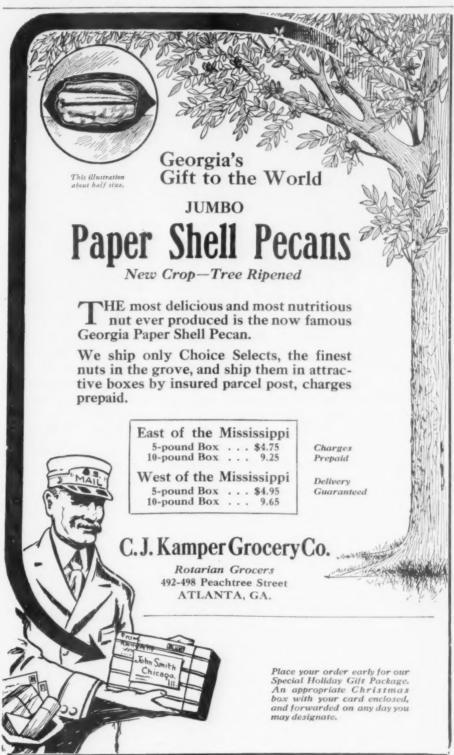
test last year.

members of Lincoln Post No. 140, Grand Army of the Republic. Following an automobile run through the picturesque Shamokin hills, dinner was served at six o'clock in the quarters of Lincoln Post No. 73, American Legion, by the Ladies' Auxiliary of the Post. Entertainment was furnished by Messrs. Pat Brogan, of Scranton, and Pat McMenamin, of Shamokin, monologuists, and an orchestra. Rotarian C. K. Morganroth, a veteran of the late war, delivered an address, taking as his theme the service rendered by the veterans of '61 to their country. An aged ex-trooper, Comrade

Joseph P. Knapp, responded for the Civil War veterans, concluding one of the best and most inspiring programs of the year.

New Britain, Connecticut—The Rotary club is getting back of a campaign to raise \$15,000 for the Children's Home of this city. This comparatively new club is to be congratulated upon its civic and social-welfare activities.

Fergus Falls, Minnesota — To unique records of attendance, Fergus Falls Rotary feels that it can (Continued on page 362)



## **GENUINE** MEXICAN PECAN CANDY



Made Especially for a Rotarian Dealer

Guaranteed by a Rotarian to be the Very Highest Grade of

## PECAN CANDY

20 Cakes Full of Delicious Pecans Delivered by Insured Parcel Post to Any Address in the United States for

\$2.35

Candy Weighs Approximately Two Pounds

Make Checks Payable to

## ABE FRANK

Care of Driskill Hotel

AUSTIN - - TEXAS

"Abey" will do the rest

(Get Your Xmas Orders in Early)

Salt Lake City, Utah

GEO. O. RELF, Gen. Mgr., Rotarian

Rotary Club Luncheons held here Tuesdays, 12:13. Visiting Rotarians Welcome

Washington, D. C.

## The New Willard

Headquarters Washington Rotary Club FRANK S. HIGHT, Manager, Rotarian Visiting Rotarians Welcome

## **Boys Work Activities**

By WALTER W. STRONG

Honolulu, Hawaii Population 85,000

Ninety members, each of whom brought a boy guest, attended the first evening meeting held by the Honolulu Rotary Club this year. Nationalities represented by the young guests numbered at least a score.

Ranger, Texas Population 16,200

The Boys Work Committee of the Ranger Rotary Club have organized Ranger's first Boy Scout Troop. A meeting was held in one of the school buildings recently, and fifty youngsters attended-and fifty applications for the Troop were turned The necessary funds to take care of the initial expense were donated from the treasury of the club, and several Rotarians agreed to equip those boys who were unable to buy their own uniforms.

Utica, New York Population 94,200

The Rotarians of Utica are doing excellent work in behalf of the crippled children of their city; giving generously of time and money to aid the helpless and suffering little ones. A clinic has been started under the direction of Rotarian Dr. C. H. Baldwin and this is held every Wednesday morning. In some cases where the parents are unable to take the children to the clinic, the Rotarians are calling for them. The program which is being carried on for the crippled children calls for an annual expenditure of \$12,500 and so far the funds for this work have been underwritten by the Rotarians.

Vincennes, Indiana Population 17,200

A program is being prepared by the Rotary Club of Vincennes to give definite form to their boys work. A recent meeting has developed further interest in the matter and the following outline has been offered as a basis for the work:

- 1. Winning the boys' love and esteem.
  - 2. Opening up a vision of life.
  - 3. Conference in your office.
- 4. Introduce him into your home
- 5. Introduce him into Rotary.
- 6. Introduce him into athletic life of Vincennes.
- 7. Introduce him to Nature. 8. Introduce him to good read-
- 9. "Back-to-School" Campaign.
- 10. Plan athletic activities for the

11. Develop hobby of boy.

- 12. Develop spiritual life by helping him to link his life with some
- 13. Psychological clinic as to vocation for boy

14. Round-table discussion and plan for boy by committee.

15. Interesting parents in plan of Rotary

16. Spread of plan to other organizations.

Redlands, California Population 9,600

One hundred and fifty boys of the city were entertained on the lawn of the high school by the Rotary Club recently. The entertainment consisted of a watermelon feed, and about one and a half tons of melons were consumed by the youthful guests. Also, some twenty-five Rotarians accompanied forty boys to San Pedro, the object being to give the boys an opportunity of going over one or more of Uncle Sam's war ships. Arriving at the Harbor the party was taken over the U.S. Texas by Captain Kellogg, who acted as guide. After a thorough inspection of the vessel had been made the visitors were entertained at luncheon by the captain.

Brockton, Mass. Population 66,300

Brockton Rotarians are greatly interested in boys work and are getting behind any movement that has the helping of future citizens as its The Boy Scout Movement in Brockton has been largely a Rotarian effort. The club was behind the drive which netted \$18,600 for a three-year program and has given advice and assistance wherever needed. The plan is to make the work a city affair and not a club movement.

Albany, New York Population, 110,300

The chairman of the Boys Work Committee of the Albany Rotary Club is the active head of the Twilight League of the city which has a membership of about 2,000 boys, actively engaged in baseball and other athletic amusements. A baseball league has been formed and the winning teams from the different divisions were taken to New York City on a two-day trip, where they were guests of the New York Rotary Club and were shown the sights at Coney Island and taken to a couple of the big league games. The New York Rotary Club stood the costs of entertainment, etc., at their end and the Albany club looked after expenses in their city.

Population, 65,000 Rockford, Illinois

The Rotary Club has purchased 40 acres of land on the Kishwaukee River about ten miles from the city, to be used as a permanent camping site for the boys of Rockford. It is planned to build permanent kitchens and dining rooms and cottages, so that the camp can be used in winter as well as summer. In the past the camp has been called Camp Bunker Hill, but after the purchase of the land by the Rotary club it was renamed Camp Rotary. The site is a beautiful one, running along a wooded ridge 125 feet above the river.

#### St. Catharines, Ontario, Canada Population, 12,500

During the warm weather, the Rotary club gave the children of the Orphans' Home an automobile ride and treat to the movies. The club also took some of the nurses from the local hospital for an auto ride each week.

#### Eldora, Iowa Po ulation, 3,200

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Two young boys were picked up by Marshal McMillan of Eldora, near the Northwestern stock yards recently. The boys were from Chicago and were bound for the West, but were glad to have someone look after them. The marshal found out where they were from and phoned to their people and arrangements were made to send them home, a collection of about \$27 being taken up among the business men. Rolla Hughes took the boys to Gifford and started them on the trip home.

Rotarian Pye, took the matter up with the Rotary Club in Chicago and a member of the club met them at the train. An investigation of the home surroundings was made and that of one of the boys was found not to be good, and arrangements will be made if possible by the Rotary Club of Chicago to place him in better surroundings.

#### Victoria, Texas Population, 6,000

In reporting the most important activities of the Victoria Rotary Club, Correspondent Griffin writes as follows:

"Through the efforts of the Victoria Rotary Club the children have a well equipped playground. We did not finance it entirely, but in large part; but what is better, thru our initiation of the undertaking and work for it, we gained the cooperation of the mothers and fathers in our Boys' Work. We are now trying to supplement the playground with a boys' free circulating library. We are actively aiding the Boy Scout Council and the Boy Scouts. Recently we entertained the boys of the town. The program was a free picture show in the forenoon, followed by a parade of boys and the Rotary club to Public Square where the boys put on a patriotic program, the meeting being presided over by

one of the boys and all the exercises conducted by them, save an excellent boys' address by Chester R. Hall of San Antonio, whose presence we secured thru the aid of our efficient District Governor, George Holmgreen. The Mothers' Clubs donated many hundreds of sandwiches and some of our local confectioners much ice cream. These refreshments were served to every boy and girl present. The Boys' Work Committee is at work on the 'Back-to-School' work."

#### Henderson, Kentucky Population, 22,200

Forty scouts, some three hundred public spirited citizens, and the Rotary club in full force were present at the recent grand opening of the Boy Scout Hut on Green River, sixteen miles from Henderson.

This hut was erected by the Rotary club at a cost of approximately \$3,000. There is a splendid bathing beach in connection with this hut which is situated on five acres of ground purchased by the Rotarians for the benefit of the scouts.



## Democracy

"—of the people, by the people, for the people"

People of every walk of life, in every state in the Union, are represented in the ownership of the Bell Telephone System. People from every class of telephone users, members of every trade, profession and business, as well as thousands of trust funds, are partners in this greatest investment democracy which is made up of the more than 175,000 stockholders of the American Telephone and Telegraph Company.

If this great body of people clasped hands they would form a line more than 150 miles long. Marching by your door, it would take more than 48 hours of ceaseless tramping for the line to pass.

This democracy of Bell telephone owners is greater in number than the entire population of one of our states; and more than half of its owners are women.

There is one Bell telephone share-holder for every 34 telephone subscribers. No other great industry has so democratic a distribution of its shares; no other industry is so completely owned by the people it serves. In the truest sense, the Bell System is an organization "of the people, by the people, for the people."

It is, therefore, not surprising that the Bell System gives the best and cheapest telephone service to be found anywhere in the world.

" BELL SYSTEM"



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy, One System, Universal Service, and all directed toward Better Service

## HOTEL SINTON

CINCINNATI



HOME OF THE CINCINNATIIROTARY CLUB

We've learned a lot from Rotary, including the generous sharing of Rotary Hospitality, Rotary Co-operation and unwavering consideration for all Rotarians.

700 ROOMS 700 BATHS 700 SERVIDORS MANAGEMENT

ROTARIAN JOHN L. HORGAN

The LANDERS BROS. Co.

Manufacturers of

Buckram, Webbing, Gimp
Cotton Goods, etc., for

AUTOMOBILE FURNITURE
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Rubber Auto Top Material—
Artificial Leather—
Ford Rubber

Canvas Innersoling for Shoe
Manufacturers

The Landers Bros. Co.
Dept. R-7, Toledo, Ohlo





When you Order Your Next Suit-

Insist that your tailor use ABSO-LUTE HAIR CLOTH in the next garment you order and avoid the hair working out of the coat.

#### ABSOLUTE **Hair Cloth**

"The Hair Can't Work Out" Write for folder and get full in-formation in reference to the merits of ABSO-LUTE.

GEO S. COX ♣ BRO. Inc. Sole Makers of

ABSOLUTE Cloth Ormer

CLUB NE of the oldest cities of the civilized world — York, England—has the distinction of becoming the thousandth Rotary Club. It is a matter of peculiar coincidence that the newest of the world's great centers of civilization - Chicago should have given Rotary to the world and that one of the oldest cities of the world should attain the distinction of organizing club number one thousand-with Rotary itself just seventeen years old!

New Rotary Clubs

By CECIL B. HARRIS

THE THOUSANDTH ROTARY

York is a city of about 80,000 population, the seat of an Archbishop and about one hundred ninety miles northwest of London, and an important junction of the Northeastern Railway. It is an important British commercial center and is noted for its narrow, picturesque streets, ancient walls, and many churches and buildings of architectural interest.

Another odd coincidence in connection with the organizing of the thousandth Rotary Club at York, England, is that club No. 1,001 has been organized in Gary, Indianathe city that was built to order and which virtually grew over night on what had previously been Sand Dunes.

The following is a list of new clubs admitted since the list last published.

Biloxi, Mississippi. Club No. 988. Special Representative, Benjamin C. Brown, of New Orleans, Louisiana; president, Edgar Beale; secretary, Claude Bennett.

Ossining, New York. Club No. Special Representative, William Walker, of Peekskill; president, Amos O. Squire, M.D.; secretary, Wright R. Baker.

Brenham, Texas. Club No. 990. Special Representative, Walter E. Long, of Austin; president, W. J. Embrey; secretary, F. L. Amsler.

Sancti-Spiritus, Cuba. Club No. 991. Special Representative. Avelino Pérez Vilanova, of Habana; president, Ernesto E. Trellas; secretary, Augustin Naumann.

Trinidad, Cuba. Club No. 992 Special Representative, Avelino Pérez Vilanova, of Habano; president, Antonio Torrado; secretary, Francisco Moré.

Mercedes, Texas. Club No. 993. Special Representative, Ed. R. Bentley, of McAllan; president, Fred E. Bennett; secretary, W. D. Holland.

Peru, Illinois. Club No. 994.



W. H. Kaufmann, President and Treasurer, Rotarian

Special Representative, Wm. S. Hawthorne, of La Salle; president, John J. Massieon; secretary, Sam J. Marshall.

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Prescott, Arizona. Club No. 995. Special Representative, Charles B. Christy, of Phoenix; president, president, Harry W. Heap; secretary, Russell S. Jones.

Westfield, New Jersey. Club No. 996. Special Representative, James G. Orr, of Elizabeth; president, Robert W. Harden; secretary, Byron M. Prugh.

Cobourg, Ontario, Canada. Club No. 997. Special Representative, Ernest Latter, of Montreal, Quebec; president, A. L. Jex; secretary, A. W. Young.

Eastland, Texas. Club No. 998. Special Representative, Howard S. Cole, of Ranger; president, Tom W. Crutcher; secretary, Tom Bell.

New Bedford, Massachusetts. Club No. 999. Special Representative, Herbert E. Dodge, of Fall River; president, Elton S. Wilde; secretary, Charles P. Sawyer.

York, England. Club No. 1000. Special Representative, Vivian Carter, of London, Eng.; president, Ald. Edw. Walker; secretary, C. Ernest Elcock.

Gary, Indiana. Club No. 1001. Special Representative, Herbert P. Levin, of Michigan City; president, C. M. Leary; secretary, John P. Churchill.

Perth Amboy, New Jersey. Club No. 1002. Special Representative, Ferd Moeller, of Newark; president, Aylin Pierson; secretary, Theodore Spawn.

Lexington, North Carolina. Club No. 1003. Special Representative, William A. Lambeth, of High Point; president, George W. Mountcastle; secretary, John H. Cowles.

Mt. Vernon, Washington. Club No. 1004. Special Representative, Thomas B. Cole, of Bellingham; president, Morton J. Beaumont; secretary, C. E. McFarland.

Vallejo, California. Club No. 1005. Special Representative, Ben Allen, of Sacramento; president, Jesse E. Godley; secretary, James V. O'Hara.

Abilene, Kansas. Club No. 1006. Special Representative, J. Raymond Geis, of Salina; president, Fred Coulson; secretary, C. W. Wheeler.

Concordia, Kansas. Club No. 1007. Special Representative, J. Raymond Geis, of Salina; president, Paul F. Edquist; secretary, Charles A. Fees.

Scottdale, Pennsylvania. Club No. 1008. Special Representative, Glenn G. Vance, of Greenstarg; president, Thos. J. Hill; secretary, Edwin B. Glasgow.

Melrose, Massachusetts. Club No. 1009. Special Representative, Adolf H. Ackermann, of Lynn; president, William S. Briry; secretary, Gustaf E. Johnson.

Yankton, South Dakota. Club No. 1010. Special Representative, William W. Blain, of Mitchell; president, David M. Finnegan; secretary, Edward T. Hughes.

Chatham, Ontario, Canada. Club No. 1011. Special Representative, James Gray of London; president, Robert Lloyd Stratton; secretary, Austin A. McLeish. Winchester, Virginia. Club No. 1012. Special Representative, R. Ray Brown, of Harrisonburg; president, Frederick E. Clerk; secretary, William W. Glass.

Cheboygan, Michigan. Club No. 1013. Special Representative, Lewis Stocking, of Traverse City; president, W. W. Griffith; secretary, Al. H. Weber.

Gulfport, Mississippi. Club No. 1014. Special Representative, Benjamin C. Brown, of New Orleans, Louisiana; president, Richard G. Cox; secretary, Owen T. Palmer.



## Eat and Be Well

If you want to keep well—up to top notch—strong, healthy, efficient—you must know how and what to eat.

The body is a machine. It demands certain quantities and qualities, and only under favorable conditions will the body do its most efficient work.

"Eating for Efficiency" is a condensed set of health rules—every one of which may be easily followed at home. It tells how the Battle Creek Sanitarium Diet has been built through years of exhaustive scientific research. It will give you a new idea of life and its possibilities.

The book is free. Write for it now.

The

## Battle Creek Sanitarium

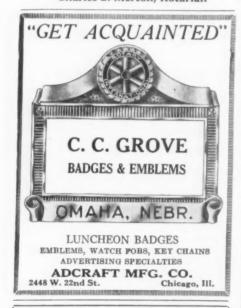
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Battle Creek, Mich.

	CREEK SANITARIUM, Box 22, Battle Cree your free Diet Book, "EATING ICY."	
Name		
Street		
City		
State		



Charles S. Merton, Rotarian



Established 1882

First Mortgage Loans for Sale **SMITH & PERKINS** 

MEMPHIS, TENN.

Club Notes

make a new contribution. They report a member who has attended his eighth Rotary meeting away from home before having ever attended a meeting of his own club! "Lo" Loomis, merchandise broker, left the city for a two-months' business trip on the day that he was elected to membership. He was supplied with a membership card and requested to "make" Rotary clubs at every opportunity. He has done it! "Lo" made two one week and three the following and is still going strong!

Virginia, Minnesota-At the organization of the Rotary club of Hibbing (Minn.), the far-famed mining city of the Mesaba Iron Range, the Virginia club, which has fathered the new club, fittingly cele-brated the occasion in the "Singbrated the occasion in the and-Smile Style" for which Rotary is famous. The Ely (Minn.) club, which is another "child" of the Virginia club, turned out in true filial loyalty with a one hundred per cent representation at the christening of its brother, "Hibbing." Duluth, Eveleth, Cloquet, and Superior Rotary were also well represented. One of the stunts was a song to the tune of "Smile the While You Bid Me Sad Adieu" which was a gymnastic relief after a full speaking program:

Smile awhile and give your face a rest;

(all smile)
Stretch awhile and ease your manly chest; (arms to side) Reach your hands up toward the sky,

(hands up)

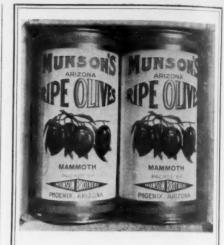
While you watch them with your eye.
(heads up)
Jump awhile, and shake a leg, there, sir:

(jump lively)
Now step forward; backward, as you were. (step back and forth)

Then reach right out to someone near, (shake hands with neighbor) Shake his hand and smile. (all smile)

The Virginia club passes this on to any other Rotary club which may desire to use it. It is not copyrighted and no royalties are expected! R

Fort Scott, Kansas-Something new in Rotary activities was sprung by the Fort Scott club as a feature of the entertainment at their intercity meeting recently. One hundred and fifty visiting Rotarians and ladies experienced the thrills of a genuine opossum hunt. The stunt came at the end of a successful day's The evening festivities program. were held in the open at a beautiful park, where the men, divided into teams and equipped with lanterns and flashlights, hunted over a hundred acres of natural timber. They were guided by two experts with



## **Rotarians:** I want you to know About my Ripe Olives-

I not only want you to know about them, but I want you to try them, for once you try them they will become a part of your regular diet.

part of your regular diet.

I raise these olives myself, I prepare them myself, I know that they are absolutely a perfect food product. They are allowed to ripen in our glorious Arizona sunshine just enough to develop all of that rich nutritious oil that is not only a food easily assimilated but contains certain therapeutical value, as any doctor will testify.

Ripe olives are a REAL FOOD and they are delicious, with a rich nutty flavor easily digested, "the children love them" and once you have tasted of my olives, you will not be without them.

#### My Proposition to you

—is this, I will ship to you by parcel post prepaid anywhere in the United States, four eighteen ounce cans of my "MAMMOTH" ripe olives especially prepared for the Christmas holidays, (and every olive is guaranteed) for

\$5.00 Canada \$5.50

LOGAN MUNSON, Rotarian

Make all Remittances to

Munson Brothers Olive Co. Phoenix, Ariz.

## Wages Will Remain Relatively Stable

Chart in current Forecaster studying wage fluctuations during last 60 years worth sending for. Free copy of Bulletin R upon request.



Harmless	Pin Tickets
Poc 1/11/2 1/10 2/10/10	Noesting Harmless Pin Tick ets have fine rounded point which wedge their way be luven the threads of mer chandise. Cannot scratch the user. Manufactured only by
	The Noesting Pin Tickel Co., Inc. G. F. Griffiths, Rotarian Mt. Vernon, N. Y.

Bolton Smith, Rotarian.

trained dogs, in this famous southern nocturnal sport. Five of these fat aquatic nocturnal marsupial mammals were the spoils of the evening's recreation and these were given to some of the visitors to take home to show to their fellow-Rotarians as evidence of their skill in the sport. This was the second annual 'possum hunt of the Fort Scott club. Last year they bagged seven.

R

Saint Petersburg, Florida-Backed by the Rotary club, one of the most successful publicity stunts ever attempted in Florida was completed last month when over twenty-five thousand postal cards were mailed out in less than a week to northern points, suggesting that friends migrate south at the first signs of snow. In cooperation with the chamber of commerce, mail-sacks were placed on prominent corners and with prominent Rotarians behind the drive, hundreds of people competed for prizes given for the largest number of personally directed postal cards sent from the city. Rotarian Lee Barnes won the first prize, sending out 1,400 hand-addressed cards.

R

Ranger, Texas—The Rotary club, in line with activities suggested by Headquarters, devoted its monthly meeting in October to boys work. Teachers, pastors, officers of women's clubs, the library association and the directors of the chamber of commerce and the Retail Merchants Association as well as the city commissioners were invited. Since this was the first time that Rotary had been introduced to the community in the nature of an open meeting, a few entertainment "stunts" were staged in connection with the general program, which presented the serious side of Rotary. A troup of boy scouts, which was recently organized by the Rotary club, appeared in their uniforms and ushered the guests to their seats. The program was outlined for boys work for the coming year, and talks were made by members of the club, setting forth Rotary's object in the work. The superintendent of schools and the principal of the high school responded, giving a few of the problems they are confronted with, and asking the assistance of the club. A feature of the program was the calling of the roll in rhyme. The members' nicknames, personal characteristics, and classifications were taken into consideration in preparing the rhymes. The club firmly believes that through this meeting, closer cooperation between its members and the school board will be attained, which will go far toward

making their boys work program for this year a success.

R

Americus, Georgia—On the occasion of Governor John Turner's visit, the Americus club became a veritable Rotary "school" with the members as "students" and Governor John as "teacher." The members are unanimous in their belief that they have learned some Rotary with which they had not hitherto been familiar. The Americus club several weeks ago initiated a movement to provide a public swimming pool at the municipal playgrounds.

Rotarian Ralston Cargill was made general chairman of the committee to promote the project, and the plan worked out by the committee provided for the sale of sufficient "baby bonds" at \$5.00 each to cover the cost of building and equipping the pool.

Janesville, Wisconsin—The Rotary club recently was host to the Beloit and Madison Rotary clubs in a tricity meeting. The occasion was the appearance of Rotarian "Jimmie" Heron, who gave one of the most witty, humorous, inspiring and prob-

## Houston "The City that Won't Slow Up!"

(NOTE—The following story on Houston appeared in the semi-weekly business review edited by Richard Spillane in the Philadelphia Public Ledger and syndicated to 70 American newspapers approximating circulation of 2,000,000 daily.)

"Once Houston's interests were centered largely on cotton and cattle, wheat and lumber. Now they include oil and sulphur, salt and ships.

"The city is the center of a great oilproducing region, and, as if it did not have enough to draw upon in West Columbia, Blue Ridge, Goose Creek, Humble and various other fields, that of the Mexia district has been added lately.

"Like Los Angeles, Houston has made a port for itself. It has in Buffalo Bayou a waterway that light draft vessels could navigate in. With the aid of the government it has deepened and widened this stream, and today ocean-going craft can come up to the Turning Basin within the city limits.

"For eight miles along the 50 miles of available water frontage the Ship Channel is dotted with warehouses and wharves, cotton compresses, oil refineries, grain elevators and various industrial establishments. There are oil pipe lines and pumping stations and tank farms galore. Of oil refineries alone there are 11.

"Houston has faith in becoming a great port. In 1920 the first full year of the port's activities, its commerce, foreign and domestic, aggregated 1,110,204 tons, of \$32,301,162 value.

"Aside from oil and cotton its industries do not measure big compared with Eastern standards, but it has a considerable number of rice mills, cottonseed oil plants, small packing houses, paint and glass works, textile establishments, a big cannery, car wheel foundry, two brass foundries, a lot of lumber mills, furniture works, millwork shops oil well tool and machine plants, various tin and sheet metal factories, etc. " "

"Bankers report money easier and savings bank deposits increasing. What is more, borrowers are not asking for renewals of loans. One banker declared Houston was a lot better off than most cities. Frozen credits had been thawed our generally, and the financial institutions made a splendid showing today.

"Reports of the Federal Reserve Bank show a decrease in loans. Notwithstanding the fact that \$45,000,000 has been loaned to the farmers of Texas in the last four years, the bank records show that less than 1 per cent of the borrowers are delinquent in their semi-annual payments. The bank people say the agriculturists have shown a spirit of willingness and loyalty to meet conditions that redounds greatly to their credit and is fully equal to that of any other class of people in the country.

"Unemployment in Houston is put at less than 6,000. " \* \*

"But Houston is not bothered particularly about anything now except its Ship Channel. If you start a conversation with a business man he will shift sooner or later to that subject. Houstonians eat, sleep and dream Ship Channel. They'll tell you how much nearer the grain belt of America is to Houston than to any other seaport, and how big a proportion of the cotton crop is grown in territory tributary to Houston, and how, as commerce seeks the course of least resistance, it is inevitable that Houston will become a great port.

"They'll talk oil, and then they'll tell how Mexican crude is brought to the refineries on the Ship Channel and refined.

"They'll talk sulphur, of which there are unlimited quantities in the coast country near by, and of which large quantities are being mined. " " "

"If Houston doesn't become a great port it will not be for lack of Houston energy. They're great for boosting their town."

Perhaps you are interested in Houston NOW and CAN'T WAIT for next month's "story?" Write or wire, Secretary

## ROTARY CLUB OF HOUSTON





Wouldn't it help your "Back-to-School" campaign to give students interesting stories of how high school pays, how high school students win and why they win, the doors of opportunity opened and the good times? Your Money a-n-d Your Life (for boys), Come On, Girls, Let's Go (for girls), and Why Graduate? (for both), are topnotch salesmen.

Pittsburg, Kansas, Rotary took 2,000, Dallas junior chamber 5000 and many other clubs have used these booklets to persuade boys and girls to go to and stay through high school. The price is \$5 per hundred, \$40 per 1,000. Let us send your committee samples.

Institute for Public Service 1125 Amsterdam Ave., N.Y.C.





#### SAVE MONEY ON YOUR FREIGHT SHIPMENTS

of Household Goods, Automobiles and Machinery for Domestic points and everything—from a case to a carload for Export. How?

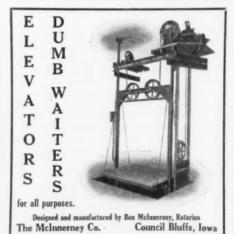
Write the Negrest Office

## TRANS-CONTINENTAL FREIGHT COMPANY

Export and Domestic Freight Forwarders General Offices: 203 Dearborn St., Chicago Eastern Offices: Woolworth Bldg., New York



Boston, Old South Bldg.
Buffalo, Ellicott Square
Philadelphia, Drexel Bldg.
Cincinnati, Union Trust Bldg.
Cleveland, Hippodrome Bldg.
Los Angeles, Van Nuys Bldg.
San Francisco, Monadnock Bldg.
Sattle, Alaska Bldg.
Portland, Ore., 13th & Kearney Sts.



Brings the invoice with the goods SAVES POSTAGE
Makes checking easy, avoiding mistakes.

RECOURT ENVELOPE CO.

ably one of the best expositions of what Rotary is doing to mould and shape thought, that has ever been given in the district, according to reports. "Jimmie" held his audience spellbound for upwards of two hours. Every Rotarian, who had the good fortune to hear him, felt more determined than ever to put Rotary practices into his business, to live the Rotary spirit, and that the embodiment of the Golden Rule emphasized in the Rotary platform was something truly worth while. About two hundred and fifty Rotarians and their wives were present at the dinner.

Huntington, West Virginia-The Rotary club has arranged a contest among the school children of the city, with prizes for the successful contestants. The editors of the club publication, "The Accelerator" are not satisfied with their heading on the first page and the heading at the top of the editorial column on the second page. They want the Huntington publication to be "dressed up." Therefore, the editors asked the directors to offer two prizes to the art students in either the public schools or Marshall College for the best drawings of headings which can be used in the future. drawings must reflect the spirit of Rotary. The students were told to ask any Huntington Rotarian what Rotary means and also to ask for a copy of the latest issue of THE ROTARIAN. These suggestions were made so they could obtain a thorough understanding regarding Rotary, its purposes and its ideals, before competing in the contest. Last reports advise that more than five hundred Huntington school children are studying Rotary!

Buffalo, New York-Twenty-five Buffalo Rotarians responded to the invitation to visit the St. Catharines (Ont.) Rotary club recently, leaving Buffalo about nine o'clock in the morning on a "Special" for the beautiful little city across the international border. The St. Catharines Rotarians took the visitors in hand immediately upon arrival and during the luncheon Rotarian Ed Bull, of Buffalo, gave an excellent description of the "Trip to Edinburgh." He told of the convention and his quaint little stories were very much enjoyed. The St. Catharines Rotarians have won the hearts of the Buffalo visitors and the former have a standing invitation to come to Buffalo and partake of the hospitality of that club.

Guthrie, Oklahoma—The Rotary club has formed a unique contact with the pupils of the city schools.

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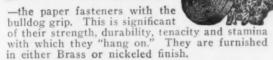
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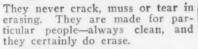


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We reduced the price only. The quality of all O. K. trade marked products has actually been improved. We aim to establish a better quality at more reasonable prices. We manufacture our own products in our new spacious quarters equipped to turn out over two million fasteners a day. In this new price schedule, we are giving you the benefit of increased production and reduced cost.



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work immediately, thus speed up the depart-mental work. They cannot cut enclosures. We guarantee them to keep in sharp working order

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THE O. K. MANUFACTURING CO. OSWEGO, N. Y.

## Why Do They Pass It Along?

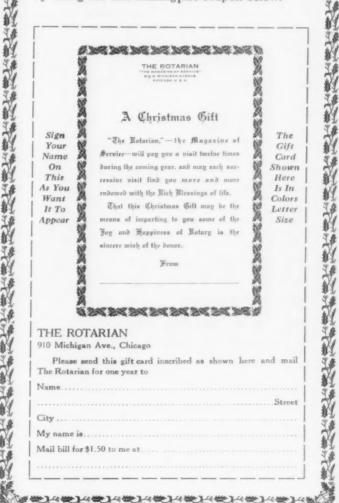
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"I pass along my Rotarian magazine to an old boyhood friend and he passes it along to someone else and a great many read it"-thus wrote one Rotarian last month.

This is only one instance of many where THE ROTARIAN does not stop with the subscriber but "passes along" from one to another, seeming to interest a great many who have not the opportunity of membership in a Rotary Club.

Why do they pass it along? For the same reason that Rotary has passed along from city to city and from nation to nation. The principles of service have a wide appeal-naturally The Magazine of Service appeals to a great many.

You can pass the good word along this Christmas by filling out and mailing the coupon below.





## **Tin Boxes**

Patented Dec 17 1918

"The Label Sticks - It's Part of the Box"

11 out of 10 druggists use these tin boxes because they save time and eliminate trouble! Perhaps you could use them in YOUR business. We'll be glad to tell you more about them.



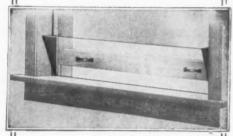
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Rotarian John H. Booth, President

## Fresh Air

without draft with the "COMMON SENSE" Ventilators



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YOU SEE THEM EVERYWHERE
The "COMMON SENSE" window ventilator is used in
OFFICES, Residences, Schools, Hospitals, Hotels, etc.
Send for our "FRESH AIR" folder

GLASS WINDOW VENTILATOR WORKS
331 S. Dearborn St., Chicago

# NORTHEY REFRIGERATORS COOLERS For All Purposes—Any Size, Style

ICE CREAM CABINETS

122 PARK AVE.

Waterloo, Iowa, or Jobbers Everywhere Fred L. Northey, Rotarian A few weeks ago, Major Leslie G. Niblack, president-emeritus of the club, proposed that in the cause of further extension of boys and girls work, a boy and girl pupil from each of the grade schools of the city be invited to dine with the Rotarians each week. He suggested that the school delegates be selected on deportment and grading. The idea was enthusiastically adopted. The superintendent of schools and the teachers readily offered to cooperate with the plan and the school children soon began singing the praises of Rotary and preparing to compete for the Rotary luncheon honors.

San Francisco, California-In line with the varied activities among the school children in San Francisco. the Rotary club has started the expenditure of a definite sum weekly for the balance of the year, to be used to supply one hundred undernourished boys and girls from poor families with a daily ration of pure milk which is furnished under the direct supervision of local health officials. The club's fall and winter campaign to assist vocational education in the high schools of the city is also under way. A selected corps of about twenty-five Rotarians is filling a schedule of talks before the young people on various lines of business and industry to help the students select a suitable life work. This fall campaign is at the direct invitation of the school authorities and is a local outgrowth of the successful experiment tried in the spring months along similar

Roanoke, Virginia—The baseball teams of the Rotary clubs of Roanoke and Lynchburg played "ball" at Roanoke recently, the proceeds of which were donated to the local charities. This was a return game, the Roanoke team having received a "drubbing" by the Lynchburg team several weeks before at Lynchburg, but fortunately the Lynchburg charity fund was increased at the same time the Roanoke team was beaten. Six hundred fifty-two dollars and nineteen cents was realized over and above all expenses and this amount was turned over to various local charities.

Melbourne, Australia—The officers of the Rotary club, like the officers of most other organizations, have been having some difficulty in getting the members to send in their photographs for the illustrated roster which they are preparing. While about fifty per cent of those required were obtained for the mere asking, more stringent measures had to be adopted to secure the other fifty

per cent, so a "summons," couched in very formal legal terms was sent out to the "slackers." Here is the first paragraph of this serious document: "We Command you that within eight days after the service of this our writ upon you inclusive of the days of such service, you do cause an appearance to be made by you before some competent, skilled. instructed, capable, trained, qualified and merciful photographer and or with the desire, wish or notice that you the said above named Rotarian be then and there photographed without fear, favour or affection." The last paragraph of the writ informs the recipient that "the Sergeant-at-Arms will execute persistent defaulters. Upon request, the remains will be forwarded to the family of the deceased at the defendant's expense-cash on delivery." More business for the undertaker member of the club!

Elmira, New York—Members of the Rotary club recently held an old fashioned "family reunion" and homecoming, surrounded by representatives of their "daddy," Binghamton; their "brothers," Owego and Endicott; their "children," Hornell, Corning, and Waverly; and their "grand-children," Sayre and Athens. Two hundred and fifty Rotarians were present at the dinner and several interesting addresses were given. District Governor Hart Seely was present and spoke of Rotary ideals, emphasizing the fact that Rotary was founded primarily for fellowship.

Fort William, Ontario, Canada-An interesting message from the Rotary clubs of Port Arthur, Texas, and New Orleans and Baton Rouge, Louisiana, important stations and terminals of the Port Arthur (Tex.) to Port Arthur (Ont.) route of the Mississippi River Scenic Highway system, was sent to the members of the Fort William-Port Arthur, Ontario, club, recently by Truman Pierson, general manager of the Mississippi River Scenic Highway and J. C. Vanthull, general secretary. Part of the message read: "Rotarians, greetings: The Rotary club of Port Arthur, Texas, and the Rotary clubs of New Orleans and Baton Rouge, the capital of the great state of Louisiana, important stations and terminals of the Port Arthur to Port Arthur route of the Mississippi River Scenic Highway system, through General Manager Truman Pierson, who is motoring from Port Arthur, Texas, and New Orleans, to Fort William and Port Arthur, Ontario, sends you most cordial greetings and an invitation to travel this great American highway that traverses the very heart of the rich-



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## Help Wanted

The International Committee on Business Methods wants your help, and therefore advertises for it.

All Rotarians who have "set their own houses in order" by establishing intimate, friendly relations with their employees, ARE ASKED TO WRITE AN ARTICLE telling just exactly how they did it.

The business world is hungry for a solution of the problem of Employer and Employee.

What has been your experience? Have Rotary principles and ideals helped you?

Jot down, in the form most convenient to you, the plans you have tried or the facts you have learned. Place your jottings under the caption:

### "HOW I SET MY OWN HOUSE IN ORDER BY APPLYING THE PRINCIPLES AND IDEALS OF ROTARY"

and send them to Business Methods Committee, International Rotary, 910 South Michigan Avenue., Chicago, Illinois.

From your contributions, selections will be arranged in the form of a symposium and made available for all clubs.

This year's Business Methods campaign of Rotary seeks the collation of high standards of business methods, particularly those dealing with the relation of Employer and Employee. The committee will study your articles and try to deduce a code of correct business practices covering this relation.

## WHO WILL BE FIRST TO SERVE?

367



#### MAP SERVICE

When you let MAP-RINGS serve you on your Maps, it permits you to serve your cus-tomers, your salesmen and your business to better advantage.

MAPRINGS are map indicators, about ¼" diameter, made of thin sheet-celluloid, in colors. A silt in the ring allows them to be pushed over head of tack and makes unnecessary the pulling out of tack, as in the case of beads.

USES. The different colors of maprings are used with tacks on maps to display information supplementary to that shown by colored map tacks.

A distinct favorite wherever tried.

ROTARIAN DEALERS, "Service to your customers" demands that you know about BRUDE MAPRINGS,

We never refuse to answer a request for information so don't hesitate a minute to write—write within the next minute!

#### A. C. Brude, Rotarian

Brude Mapring Co., Virginia, Minnesota

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**PUT YOUR** SHIPPING PROBLEMS UP TO US OUR BUSINESS IS MAKING TAGS MAKE YOURS

Tags are little things and the busy buyer often fails to notice the quality he is getting but poor tags on your products become conspicuous by their absence.

AMERICAN TAGS deliver the goods and the us service is a vital part of every order.

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London, England (Rotarians F. E. Potter and E. W. Barney)

ROTARY CLUB EXHIBITIONS

To display pictures, maps, drawings, charts, photographs, without injuring the exhibits or marring the walls, use

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Glass Heads—Steel Points
The fine needle point protects and the glass head holds
the exhibited article tightly to the wall. Samples
free to Rotarians.

Sold by hardware, stationery, drug 10 \$\notine{Per}\$ Per and photo supply stores everywhere MOORE PUSH-PIN CO.

Secretaries: Send 4 cents in stamps for Rotary
Club Attendance Chart.

12-2 Berkley St.
Philadelphia 12-2 Berkley St.

est and greatest valley in the world and to pay us a visit." The message was carried in the scout car which recently arrived at the head of the lakes from Port Arthur, Texas, and which was the first motor car to traverse the north shore of the Gulf of Mexico, the length of the Mississippi river, following the course of the river all the way, and the north shore of Lake Superior. General Manager Pierson also presented to International President Crawford McCullough of the Fort William-Port Arthur club, a unique collection of letters from every Rotary club along the line of travel.

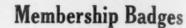
Harrogate, England-The Harrogate Rotarians have made an arrangement with the nearby Leeds Rotary club to help some of Leeds' invalid children to enjoy the invigorating and health-giving air of Harrogate. The Harrogate club has placed at the service of their fellow-Rotarians of the Leeds club a very complete little encampment, situated in the fields midway between Pannal and Harrogate. Contingents of children are being brought from Leeds to Harrogate by Rotarians who are contributing the use of their

(R) Salisbury, Maryland - Recently about forty members of the Salisbury club journeyed to Easton, Maryland, to attend the organization and granting of the charter to the Eastonians, by Governor Ed Stock. On the following day Governor Ed was the guest of the Salisbury club at a special luncheon, at which he gave an interesting talk regarding the things he expects to accomplish this year in the Fifth District.

cars to the good cause.

Winston-Salem, North Carolina-About 160 children from the Methodist Children's Home and thirtyseven children from the Colored Orphanage were guests of the Rotary club at a circus recently. Thoughtful provision had been made to supply the kiddies with lemonade, popcorn, peanuts, and accessories and it was a joyous occasion not only for the youngsters but for the grown-ups.

Guelph, Ontario, Canada - The Education Committee had charge of a recent meeting of the Guelph club and one of the features of the evening was the instructions of the committee to all members that each Rotarian must contribute some item to the evening's program, along Rotary education lines, which included original poems, definitions of Rotary, memorizing the Rotary "Platform" or the Code of Ethics, or any other educational feature.





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100. \$1.10 each 150. 1.00 44

250. . 80c each 500. . 65c "

Leather Pocketbooks for above badges ..... 20c each

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## YOU REMEMBER ME



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"Sim" Williams, Rotarian

RICHMOND, VA., U.S.A.



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Finest flavor. 80c per pound in five and ten pound lots, f. o. b. Andalusia.

"Jay" Scherf, Rotarian Andalusia, Alabama



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Upson Fibre-Tile makes snow-white sanitary bath-room walls. It looks like expensive ceramic tile, but costs only one-tenth as much.

There is a square tile pattern, also, particularly adapted to kitchens. Ask for samples. Upsonizing is modernizing! It makes old rooms new and charming without the irritating muss, dirt and delay of re-plastering.

Whether you are going to build or remodel—in justice to yourself get all the facts about Upson Board. Good wall board is everywhere recognized as the nearest perfect lining for walls and ceilings. But there is a big difference in wall boards! By actual test, Upson Board is nearly twice as stiff and strong as other wall boards, holding to the nails where weak boards might pull away.

In decorating, its smooth, *non*-absorbent surface usually saves \$5 to \$15 per room over the cost of other wall boards.

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THE UPSON COMPANY

Fiber Board Authorities

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Size of room Cos 12 x 16 ft. \$8.6: 12 x 12 " 6.5: 10 x 12 " 5.4: 7 x 8 " 2.5:



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